



## IAC Weekly News

Reach out to us with any questions or concerns you may have. We are here to help you!

[Visit our website](#)

## Advertising



Our **Hello Spring! Sale campaign** runs through Wednesday, May 17th, 2023. The creative is listed on the IAC website as [Hello Spring! Sale creative](#) and the email is in your Constant Contact account.

The **May Grill Month campaign** runs for the whole month of May. The creative is listed on the IAC website as [May Grill Month creative](#) and the email is in your Constant Contact account.

Don't forget to sign up for the **June Grill Month campaign**!

**Please Note:** The [updated Memorial Day Holiday campaign copy & backup](#) is posted on the IAC website under Merchandising. This Holiday campaign begins next week.

Contact [Barbara](#) for email help or [Marketing](#) with any marketing questions. Please click [here](#) to fill out a brief marketing survey to help us better serve you!

## Merchandising

### Increased GP% Opportunity for Miele

A new Instant Rebate has been applied to select Miele models (see below) Orders are first come, first serve. Backorders & Type 3 will not be honored.

| Brand | Category | Subcat | Model Number | IR        |
|-------|----------|--------|--------------|-----------|
| Miele | DISHWA   | DWBI   | G7156SCVISF  | \$ 67.00  |
| Miele | DISHWA   | DWBI   | G5051SCVI    | \$ 52.00  |
| Miele | DISHWA   | DWBI   | G5266SCVISF  | \$ 62.00  |
| Miele | DISHWA   | DWBI   | G5892SCVI    | \$ 74.00  |
| Miele | DISHWA   | DWBI   | G5482SCVI    | \$ 47.00  |
| Miele | DISHWA   | DWBI   | G7966SCVI    | \$ 131.00 |
| Miele | DISHWA   | DWBI   | G7591SCVI    | \$ 104.00 |

### Dacor Bulk Buy Savings - 50% Off

Intercountry has purchased the Dacor Gas Range, model [HGR30PSNG](#), at a bulk rate. An IR will be applied to make the deck price \$1438. That's more than a 50% savings! Orders are first come, first serve. backorders & Type 3 will not be honored.

### Middleby Warehouse Move

While the [Middleby Residential warehouse](#) moves to York, PA, all orders will be fulfilled and shipped from

the Georgia facility with no disruption. They will temporarily suspend accepting RMA's between May 12th and July 10th.

## GE Laundry Updates - Spotlight: GE Profile

GE Profile has released an upcoming laundry rebate (posted on the IAC website as [GE Profile Laundry Rebate](#)), just in time for Memorial Day (5/18 - 6/20/23). Highlighted for April, the GE Profile 700 series laundry pairs will now include this \$100 pair rebate from GE Profile in addition to the NECO rebate, to make the cost \$649 each with a 38% margin!

## LG Memorial Day Appliance Bundle Playbook

LG released their Promo Playbook for the Memorial Day Holiday period. The playbook, located on the IAC website under Promotions, highlights special savings on LG appliance bundles.

## Enhanced Margin Opportunity on Speed Queen

Speed Queen is offering a bonus IR program for Memorial Day running on products purchased between 5/1 - 6/7/23 to enhance your margins. Please [click here](#) for their promo flyer.

## Vendor Updates

### Price Changes

Please see below for a list of upcoming price changes.

- Viking - May 31, 2023

## Dealer To Dealer Sales

Send in your products to sell Dealer to Dealer. Just email the product, price, contact person, email address and phone number to Barbara Jordan at [bjordan@intercountyappliance.com](mailto:bjordan@intercountyappliance.com)

### RULES OF DEALER TO DEALER SALES:

Dealers are responsible for ensuring shipping and delivery of goods.

Intercounty is not responsible for any damaged goods between dealer to dealer sales.

Intercounty will not be involved in the payment or any financial transactions for dealer to dealer sales.

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