

A NECO COMPANY  
**INTERCOUNTY**  
— APPLIANCE CORPORATION —  
FOR THE DEALERS, BY THE DEALERS

## IAC Weekly News

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

Visit our website

**MAY THE 4TH BE WITH YOU**

### Advertising



The **May Grill Month campaign** began this week and 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.

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.

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

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

#### Enhanced Margin Opportunity On Electrolux-K

Electrolux Kitchen has moved up to a 40% GP line, plus a 5% VR starting on 5/17/23. Added margin support is shown on the deck as an IR. Reach out to your reps for more information and to be franchised. [Click here](#) to review the selected Electrolux models.

#### Beko Dishwashers - Free Installation

Beko is offering free dishwasher installation (up to \$150) starting May 1st to July 31st, 2023 on select models. To receive the credit, dealers need to submit a list of qualifying orders with invoices. Credits will be paid on a monthly basis. This Beko flyer can be found on the website under Rebates/Promotions.

# 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.

Intercounty Appliance Corporation | 10 National Blvd, Medford, NY 11763

[Unsubscribe jdzenkowski@intercountyappliance.com](mailto:jdzenkowski@intercountyappliance.com)

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