



## IAC Weekly News

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

[Visit our website](#)

**The NY and NJ offices will be closed on Tuesday, July 4th in observance of the holiday.**

[Click here](#) for the July 4th Trucking schedule

### Advertising



Our **July Grill Month campaign** began on Monday and runs through Thursday, July 13th. The creative is listed on the IAC website as [July Grill Month creative](#) and the email is in your Constant Contact account.

The **July 4th Holiday campaign** continues through Wednesday, July 5th. The creative is listed on the IAC website as [July 4th Holiday creative](#) and the email is in your Constant Contact account.

Note: the **July 4th Holiday campaign** print copy is posted to 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!



July 4th Holiday Merchandising  
Special Promotions



### July 4th Holiday Promotions Guide

Strengthen the holiday selling period! We've compiled all the special holiday promotional highlights showcasing some extra programming options, must-see models, and outlining the NECO rebate programs in a July 4th guide to aid your success. Please review the [July 4th Holiday Promotions Guide](#) on the IAC website for all the details.

## **Special EOM Programs - Reminder**

There will also be special EOM/Bonus EOM programs running on select models of multiple brands to enhance margins for the July 4th holiday on customer sales. These programs will run from 6/21/23 - 7/6/23. All product must ship by 7/15/23.

Avanti  
Danby, Danby-Sil  
Electrolux  
GE, Cafe, GE Profile  
KitchenAid  
Maytag  
Samsung  
Weber  
Whirlpool  
LG (Bonus EOM)

*EOMs are not eligible for Finance 3 orders, SPO/Direct Ships, or Bulk orders. Backorders will not be honored, only eligible for in-stock inventory. Prepaid/Moreland will not qualify for the credit, as product must ship. All orders are subject to approval before credits will be issued. One credit will be issued for all shipped product at the conclusion of this program. Full information on these EOM programs is located within the [July 4th Holiday Promotions Guide](#).*

## **Increased GP% Opportunity for Miele - Reminder**

An Instant Rebate has been applied to select Miele models. [Click to review](#) the discounted dishwasher & laundry models, as well as the applied IR from June 8th - July 8th. Orders are first come, first serve. Backorders & Type 3 will not be honored.

## **July 4th Special 18-Month Deferred No Interest Rate - Intercounty Only**

Intercounty is offering a special July 4th No Interest until January 2025 rate with only a 1.99% dealer cost, with Citibank. The promotion runs from June 22nd until July 12th. [Click here](#) for the full details.

## **Merchandising**

### **Napoleon Launches New ERP System**

Napoleon will launch their new ERP system on August 1st to replace their existing legacy inventory and finance systems. In preparation of this, they will shutdown from July 20th - August 8th and will not be able to ship orders, parts, and/or warranties. You will also not be able to access their portal during that time, but you can always contact their support team for any help and information. Please review the [New Napoleon ERP Notice](#) on the IAC website for more details about the transition.

### **Speed Queen Summer Rebates**

In addition to their Earn A Pair salesperson promotion, Speed Queen is offering summer rebates for consumers. The [Speed Queen Summer Rebate](#) will allow consumers to receive a \$300 rebate with the purchase of a qualifying laundry pair between 6/22 and 7/27/23.

### **NECO Bosch Dishwasher Rebate**

NECO is now offering a Bosch rebate to give up to \$150 off for delivery and installation of an eligible Bosch dishwasher between 6/26 and 8/31/23. The rebate form is located on the IAC website under Promotions.

## **Vendor Updates**

### **Price Changes**

Please see below for a list of upcoming price changes.

- **SMEG** - June 30th, 2023
- **Weber** - June 30th, 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@intercountyanpliance.com](mailto:bjordan@intercountyanpliance.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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