



## IAC Weekly News

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

[Visit our website](#)



**Thank you to all who helped with and attended the IAC events at the 2023 NECO Expo!**

Please [click here](#) to provide your feedback if you attended the Expo last week at Mohegan Sun.

### Advertising



The **Fall Into Savings/Col Day campaign** signup form is still live! [Click here](#) to sign up for this dealer-funded campaign. This campaign begins on October 5th and continues through October 18th.

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

#### NECO Fall Show Book - Extended

The close date for NECO Fall Show Book orders has been extended through 9/28/23. Please be sure to review it to take advantage of special offers and display programming from select vendors. *And be sure to close out your work in progress by either cancelling or completing it. The orders will not be approved until completed.*

To access the show book go to our website under the Quick Link Connect tab, click on the NECO show book or go to <https://necoalliance.com/>, click on NECO Show then Members show book/orders, choose IAC, select your store, and enter your password. If you need assistance accessing the show portal please contact Member Services.

## Monitoring The Market

As presented in our general meeting deck at the NECO Expo, IAC continues to share additional industry insights for Q1 & Q2 of 2023. The Tracline comparison charts for the laundry and refrigeration sectors have been posted on the site as [Q1 Q2 Tracline Industry Analysis](#), focusing on pricing strategies and increasing margins.

## Electrolux Wall Oven Special Closeout Buy

Intercounty purchased more Electrolux wall oven closeout models at a special buy. Please see the table below for the models and new deck prices. Order them fast because it's first come, first serve! Backorders & Type 3 will not be honored.

Brand	Model	Description	New Deck Price
Electrolux	ECWS3011AS	30" Single Wall Oven	\$ 741.00
Electrolux	ECWD3011AS	30" Double Wall Oven	\$ 1,058.00

## NECO Rebates: September - October

The [NECO Rebates - September & October](#) file is posted on the IAC website under Rebates/Promotions. They run from 9/28 - 10/18/23.

These NECO rebates are enhanced with bonuses such as: stand-alone bonus rebates for select Bosch dishwasher models; stand-alone bonus dollars on new Frigidaire laundry centers, induction ranges, and cooktops; and stand-alone bonus dollars for the LG WM4000 series and WT7400/5 series. *Note that these bonuses will fire with single model purchases, and make an even bigger impact with the additional bonuses when they purchase the packages!*

## LG Studio Essence White Product Set Up

LG has released a complete [LG Studio Essence Product Set Up Kit](#) enhanced with spec sheets, manuals, images, and messaging for the line. The kits are available on the IAC website under Merchandising.

## Vendor Updates

### Price Changes

Please see below for a list of upcoming price changes.

- Napoleon - September 29th, 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.

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

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