

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



Merchandising

NECO Fall Show Book - Final Day!

Today is the close date for NECO Fall Show Book orders. 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.

Weber - NECO Show Recommendations

Since the Weber product information on the show book is limited, Weber provided full sell decks for their new Genesis models, the show order sheet, as well as the Weber Show Deck for 2024 models. The deck provides all the specific SKU information on the new Weber models, so you can make an informed decision when placing your NECO show order. You can find the files on the IAC website under Merchandising.

LG Columbus Day Price Adjustments

There has been a price adjustment on select OPP LG models effective 9/28/23. Please review the deck costs for the adjustments. Also, for the 9/28-10/18 promotion, please note the laundry opportunities on select front and top load models laid out in the chart below and highlighted in [LG Laundry - Columbus Day](#) slides, to show the rebate values as well as better retail positioning for both dealer and consumer.

Front Load Model	Estimated Deck Price 9/28 to 10/18	Promo MAP	NECO Rebate	NET Promo (after rebate)	Margin + VR
WM3400	\$536	\$699	\$0	\$649	23%
WM4000	\$543	\$749	\$50	\$699	27%
Top Load Model	Estimated Deck Price 9/28 to 10/18	Promo MAP	NECO Rebate	NET Promo (after rebate)	Margin + VR
WT7155CW	\$643	\$749	\$0	\$749	14%
WT7405CW	\$587	\$799	\$100	\$699	27%

Samsung Service Ranked #1 By ACS!

According to this Samsung Newsroom article, Samsung has earned #1 rankings in service experience for Home Appliances in the 2023 American Consumer Satisfaction Index Survey. This acknowledgement reflects their vast service improvements. [Click here](#) to read the full article.

Faber Fall/Winter Promotion

Faber now offers a new promotion for dealers to discover the new Faber lineup. The Fall/Winter promotion brings lower consumer pricing while maintaining dealer margins at MAP. Check out the full information on the [Faber Fall-Winter Promotion](#) on the IAC website.

Speed Queen Promotions Reminder

On qualifying Speed Queen Classic laundry sets purchases between 9/28 and 11/4/23, consumers can receive a \$150 rebate. And as a reminder, dealers can earn bonus IRs on Speed Queen products purchased between August & September. The IR will be reflected on the deck. Both flyers are available on the IAC website under Rebates/Promotions.

Verona & Lofra Promotions

EuroChef USA announced a new consumer promotion which offers a FREE Nutri-Stahl cookware set with the purchase of a qualifying Verona or Lofra range. The program dates are for purchases made between 10/1/23 and 3/31/24. The promotional pages & brochures can be found on the IAC website as [Verona & Lofra Promotions](#).



Traeger National Demo Day

There is still time to participate in the Traeger National Demo Day on November 18th, 2023. Signing up is easy and only takes a few minutes using the below link to tell us about your store and be featured on our website as a participating national demo location. You must register before October 1, 2023 [Click here to register for the November 18th Traeger National Demo Day](#).

LG Refrigerator NPIs Product Set Up

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

Vendor Updates

Price Changes

Please see below for a list of upcoming price changes.

- **Amana** - October 2nd, 2023
- **Broan** - September 29th, 2023
- **LG** - September 27th, 2023
- **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

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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