



## IAC Weekly News

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

[Visit our website](#)

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## Advertising

Our **Fall Into Savings/Columbus Day campaign** continues through Wednesday, October 18th. The creative for this dealer-funded campaign is listed on the IAC website as [Fall Into Savings-Columbus Day creative](#) and the email is in your Constant Contact account.

### ***It's that time of year again!***

Last call to sign up for the **Pre-BF Holiday campaign** (digital only campaign)! Let Marketing know if you're interested in participating.

And the **Black Friday Holiday campaign** (includes both digital & print) signup form closes tomorrow. Look out for the reminder emails to ensure you're included!

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!



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### **Intercounty Owners Call - Thursday, October 19th at 9am**

Please join us for a quick call on Thursday, October 19th, 2023, at 9 AM to update the owners on the following: Thermador program update, Consumer Financing, Black Friday programming, and Election results. Please accept the zoom invite, so it will be saved to your calendar.

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## Merchandising

### **Shipping Policies & Helpful Information**

Please take a moment to review the [Shipping Policies & Helpful Information](#) now posted to our website under General Information. This will help clarify the shipping procedures in place here at Intercounty and provide additional information regarding delivery cut off times, customer pick up hours and more.

### **Faber Highlights & Fall/Winter Promotion**

Did you know that Faber is **exclusive to independent dealers**? Their products cannot be found in the big-box stores. Faber offers high dealer margins at competitive MAP pricing, 2-year parts and labor warranties, as well as builder quotes. All their hoods are manufactured in Franke-owned facilities and their domestically-stocked warehouse ships weekly to NECO dealers.

Faber also 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 and their contact information on the [Faber Fall-Winter Promotion](#) on the IAC website.

### **NECO Rebates: Black Friday**

The NECO rebate forms for Black Friday are now available on the IAC website under

## TD Bank - Black November Financing Promos

The [TD Bank - Black November Financing Promotions](#) are now available through November. They are posted for review on the IAC website.

## LG Black Friday Appliance Bundle Playbook

LG released their Promo Playbook for the Black Friday Holiday period. The playbook, located on the IAC website under Promotions, highlights special savings on LG appliance bundles. It includes direct download links for their overview, rebate forms, and assets.

## Vendor Updates

### Price Changes

Please see below for a list of upcoming price changes.

- **Faber** - October 31st, 2023
- **Liebherr** - October 31st, 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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