



## IAC Weekly News

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

[Visit our website](#)

[\*\*Click here\*\* for the \*updated\* Thanksgiving Trucking schedule](#)

[\*\*Click for the GE Holiday Quick Schedule\*\*](#)

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### Advertising



Our **Black Friday Holiday campaign** begins today and continues Wednesday, November 29th. The creative for this campaign is listed on the IAC website as [Black Friday Holiday creative](#) and the email is in your Constant Contact account.

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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### Merchandising



## Black Friday Holiday Programming Guide - Reminder

Intercounty has put together some information and programs to help navigate through the promotional timeframe and aid in your success! Please log onto the IAC website, under Rebates/Promotions, to find the [Black Friday Holiday Promotions Guide](#) highlighting rebates, focus models, and our Bonus EOM program. It also includes Black Friday model highlights, listing models with margin opportunity and step strategy ideas and the full brand presentations for the holiday. Please review the brand specific presentations made *specifically for NECO dealers!*

### Special EOM Programs

There will also be special EOM/Bonus EOM programs running on select models of multiple brands to enhance margins for the Black Friday holiday on customer sales of in-stock inventory.

The Bonus EOM program is intended to increase margins but also allow you to be competitive against any market disruption that may occur during the promotional timeframe. These programs will run from 11/16/23 - 11/28/23. All product must ship by 12/10/23.

Bosch - Dishwasher Only  
GE, Cafe, GE Profile  
KitchenAid  
Maytag  
Whirlpool

Electrolux, Frigidaire, Frig Gallery  
Hotpoint - Laundry Only  
LG Appliances  
Samsung

*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 [Black Friday Holiday Promotions Guide](#).*

### Samsung Laundry Closeout

Select Samsung laundry models are now discounted with a \$100 instant rebate (see below). Check your inventory programs for full model information & to place an order.

Brand	Model	Category	IR	New Deck Price
Samsung	WF53BB8700AT	Washer	\$ 100	\$ 533.00
Samsung	DVG53BB8700T	G. Dryer	\$ 100	\$ 584.00

## 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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