



## IAC Weekly News

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

[Visit our website](#)

---

## Advertising



Our **Pre-BF Holiday campaign** begins today and runs through Wednesday, November 15th. The creative for this dealer-funded campaign is listed on the IAC website as [Pre-BF Holiday creative](#) and the email is in your Constant Contact account.

Be sure to sign up for these dealer-funded campaigns: [Cyber Monday](#) and [BF Doorbusters](#). They'll enhance your Black Friday program with an added promotions!

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



### Black Friday Holiday Programming Guide - Reminders

Black Friday promotions are upon us! 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.

Black Friday focus on **stacked rebates!** NECO has reintroduced single model bonus rebates PLUS up to \$1000 for packages. These can be combined with all manufacturer rebate opportunities.

The [Black Friday Holiday Programming Guide](#) 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!*

### Black Friday Consumer Financing Programs from Intercounty:

TD Bank – November 1 through November 30, 2023

- \* 24 months financing at 1.95%
- \* 12 months financing at .99%

Citi Bank - November 1 through December 31, 2023

- \* No Interest Until January 1, 2025 at .99%
- \* 12 months financing at .99%

## 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  
 Electrolux  
 GE, Cafe, GE Profile  
 KitchenAid  
 Maytag  
 Samsung  
 LG

*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](#).*

## Pre-BF and Black Friday Campaign Copy

To help you prepare for the event, the full copy & backup for the digital Pre-BF campaign and the Black Friday multimedia campaign is posted on the IAC website under Merchandising.

### Broan Hood Closeout - Additional Discount!

Broan's closeout hood model [BWP2366SS](#) is now discounted with a \$100 instant rebate for a **new deck price of \$91**. Check your inventory programs for full model information & to place an order.

## Vendor Updates

### Price Changes

Please see below for a list of upcoming price changes.

- **Danby** - October 31st, 2023
- **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.

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

[Unsubscribe jdzenkowski@intercountyappliance.com](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [bjordan@intercountyappliance.com](mailto:bjordan@intercountyappliance.com) powered by



Try email marketing for free today!

---