



## 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 Thanksgiving Trucking schedule](#)

### Advertising



Our **Pre-BF Holiday campaign** continues 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.

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 Competition Comparison - New

NECO released a few notes regarding the market competition for the Black Friday holiday. See how our independent dealers stack up better than the messaging from the national retailers in the [Black Friday Market Comparison](#) deck on the IAC website.

#### 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.

## Updated NECO Rebates - New

The NECO rebates for the holiday period have been updated to increase our competitiveness. The updates are listed below and are located in the BF Holiday Programming Guide.

- **GE - Added rebate dollars:** GFE26JYMFS - \$200, GSS25GYPFS - \$100, GSS25IYNFS - \$100
- **Whirlpool - Added rebate dollars:** WRF555SDFZ - \$100
- **Frigidaire/Gallery - Added models:** FDSH4501AS, FDSP4501AS, FRSS2623AS, FRSS2323AS, FCRE3083AS, FCRG3083AS, FMOS1846BS

Remember that the Black Friday focus is onstacked 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!*

## Special EOM Programs - Updated

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](#).

## 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%

## Black Friday Campaign Copy

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

## Primary Focus Cafe Packages

GE released their Cafe Primary Focus package models for November with ETAs for each model. Check out the [Primary Focus Cafe Packages](#) deck on the IAC website for ETAs and full inventory information.

## Danby In-Stock Updates

In their newsletter, Danby reviews model updates and product highlights, including new pricing on most ranges and dishwashers. Click to read [the latest news](#) from the Danby Sales Representatives.

# 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!