



## IAC Weekly News

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

[Visit our website](#)

**The NY/NJ offices and warehouses will be closed on Thursday, July 4th in observance of the holiday.**

[Click here](#) for the July 4th Trucking schedules

### Intercounty Owners Call - Tuesday, June 18th at 9:30am

Please join us for a brief call on Tuesday, June 18th at 9:30 AM to review IAC updates and July 4th programming. [Click here for the zoom meeting access information](#)

## Advertising



Our **Pre-4th of July campaign** runs through July 19th, just prior to the July 4th Holiday campaign. The creative for this dealer-funded campaign is on the IAC website as [Pre-4th of July creative](#) and the email is in your Constant Contact accounts.

**Note:** The **July 4th Holiday campaign** print copy is posted to the website under Merchandising for your preparation for the upcoming sales campaign.

The **June Grill Month campaign** continues through July 5th! The creative for this campaign is on the IAC website as [June Grill Month creative](#) and the email is in your Constant Contact accounts.



## Merchandising

### Installation Parts Guide - GE & Frigidaire

Intercounty has complied a quick reference guide for GE & Frigidaire installation parts including pictures. This [Installation Parts Guide](#) was put together to help you easily locate the correct parts and SKUs.

### JennAir Premier Influencer Program Changes

Effective July 1, 2024 Orders for JennAir Premier Influencer program need to be claimed back directly from the HUB. You will need to enter in an RFC at the time of submission into the HUB for the discount amount and IAC will distribute the credits. Both Curate Rebate and Premier Influencer will be claimed through the Whirlpool HUB. See the [JennAir 2024 NCP Change and Price Change Increased](#) document on the website for all the details pertaining to the upcoming price increase and changes to the Curate Rebate and Premier Influencer. Please reach out to your representatives or attend a training session with any questions.

For all authorized dealers, JennAir will be hosting **4 virtual training sessions** on June 19th & 25th at 11am and 3pm, focusing on new products, features, and changes to their "Curate" off-invoice rebate and Premier Influencer program. Click to review the [JennAir Training Registration](#) flyer to register.

## New Bertazzoni Promotions

Bertazzoni recently introduced 2 new promotions to drive more business. The Buy More, Save Even More promo allows consumers to save up to \$700 when they purchase Bertazzoni cooking products through January 5th, 2025. And the 4-Year Warranty promo will gift consumers with a complimentary 2-year warranty extension when they register their appliances on their website, through the rest of this year. [Click](#) for more information on these promotions. Both rebate forms are available on your inventory programs.

## TD Bank - June & July 4th Special Financing Promos

The [TD Bank - June & July 4th Financing Promos](#) are available through July 10th. They have been posted for review on the IAC website.



### NEWS FLASH

From Economist Joe Higgins

#### **Flash Jobs Report: May**

[May's Jobs Report](#) is good news for job seekers, but may be bad news for investors as it probably pushes off an interest rate cut to Q4. The full flash report is on the IAC website under General Information. *Report provided by AVB/Brandsource.*

## Vendor Updates

### Price Changes

Please see below for a list of upcoming price changes.

- **Broan** - July 1st, 2024
- **Jennair** - July 1st, 2024

## 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 US

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