

A NECO COMPANY
INTERCOUNTY
— APPLIANCE CORPORATION —
FOR THE DEALERS, BY THE DEALERS

IAC Weekly News

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

Visit our website

WELCOME SUMMER

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

3rd Quarter IT Maintenance: The IT department will run quarterly server maintenance this weekend (6/21 - 6/23). You will experience some system downtime on Sunday from 8am - 10am.

Advertising



Our **July 4th Holiday campaign** began yesterday and continues through July 10th! The creative for this campaign is on the IAC website as [July 4th Holiday 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 dealer-funded campaign is on the IAC website as [June Grill Month creative](#) and the email is in your Constant Contact accounts.



July 4th Holiday Merchandising
Special Promotions



[July 4th Holiday Promotions Guide](#)

Go 'fourth' and make sales! We've compiled all the special holiday promotional highlights showcasing and outlining the NECO rebate programs and consumer financing in a July 4th guide to aid your success. Please review the [July 4th 2024 Holiday Promotions Guide](#) on the IAC website for a summary of the July 4th programs available.

IAC Buy More, Save More Delivery & Install Rebate For July 4th

In addition to the NECO rebates, Intercounty dealers can also offer a special Buy More, Save More rebate for kitchen appliances and laundry models for purchases between 6/19 - 7/10/24. See below for the overview and the rebate form will be posted soon!

- **Kitchen Appliances**
 - 3 Qualifying Models per Category: \$100
 - 4 Qualifying Models per Category: \$200
- **Laundry**
 - 1 Washer and 1 Dryer: \$75
 - 1 All-in-One: \$75

Note: Only one model per category qualifies for the rebate. All products must be included on one invoice. Only valid for sales between 6/19 - 7/10/24 made from an authorized Intercounty Member. **Customer must submit by July 15th, 2024** and take delivery by August 31st, 2024.

Special Consumer Holiday Financing Programs - Intercounty Only

Intercounty is offering exclusive July 4th Deferred Interest promotions with TD Bank and Citibank through July 10th. [Click here](#) for the full details on the TD Bank 12 & 18 month deferred interest promotions. And the 18 month [Citibank July 4th No Interest Financing Promos](#) are also posted for review on the IAC website.

Merchandising

Tunable Lighting From Faber

Faber has introduced 3 models of hoods that offer the feature of adjusting the Kelvins in the hood to match your customer's desired lighting in the house. Three Faber models include this personalized lighting feature that can be controlled by the Faber Cloud App: STSP30/36SSV Chimney, INLP28SSV Insert, & STRTI36/48SS/WH/SSV Ceiling Hood. Find out more in the Faber flyer posted on the IAC website under Merchandising.



NEWS FLASH

From Economist Joe Higgins

Flash Interest Rates Report: June

Joe Higgins' June Flash Report: [Interest Rates Report](#), highlights the main directives from the recent Federal Reserve quarterly meeting. The full flash report is on the IAC website under General Information. *Report provided by AVB/Brandsource.*

Flash Retail Sales Report: May

Overall retail sales in May remained steady since the previous month, with a slight uptick in appliance sales as per the [Retail Sales Report - May](#). Review the full flash report on the IAC website under General Information to see how this could still prompt positive effects for our overall business. *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

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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