



## 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](#)

### Advertising



#### Go 4th and sell with holiday promotions!

The **July 4th Holiday campaign** 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. The print copy is posted to the website under Merchandising for your reference.

And 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.

Look out for the **Big Summer Sales Event (BSSE)** dealer-funded campaign signup form early next week.

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!

### July 4th Holiday Merchandising Special Promotions



#### July 4th Holiday Promotions Guide - Reminder

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. *The rebate form is included in the July 4th Promotions Guide and posted on the website under Merchandising and under the Rebates/Promotions section.*

- [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 - UPDATED**  
 Intercounty is offering exclusive July 4th Deferred Interest promotions with TD Bank and Citibank through July 10th. [Click here](#) for the updated 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

### Increased Margin Opportunity - Maytag

An Instant Rebate has been applied to select Maytag laundry models in a special buy (see below). The top load laundry pair is mismatched as the washer lid is slightly discolored. [Click here](#) to view the slight discoloration on a washer model. Orders are first come, first serve. Backorders & Type 3 will not be honored.

Brand	Model	Description	IR
Maytag	MVW5435PBK	Top Load Washer - 4.7 cu. ft.	\$ 106
Maytag	MED5430PBK	Top Load Electric Dryer - 7.0 cu. ft.	\$ 86
Maytag	MGD5430PBK	Top Load Gas Dryer - 7.0 cu. ft.	\$ 104



### NEWS FLASH

From Economist Joe Higgins

#### Flash Existing Home Sales Report: May

Although existing home sales fell slightly, the total housing inventory increased over 18% from last year in the [Existing Home Sales Report](#). Per Joe Higgins, this was a good sign that more homes are becoming available and if mortgage rates drop, our home goods business will benefit more than just about any other in the country. 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.



Try email marketing for free today!