



IAC Weekly News

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

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[Click here for the Thanksgiving Trucking schedule](#)

Merchandising



Black Friday Holiday Programming



Black Friday Holiday Programming Guide

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 Merchandising, to find the [Black Friday Holiday Promotions Guide](#) highlighting rebates, focus models, and our Bonus EOM program.

The [Black Friday Holiday Programming Guide](#) also includes the Black Friday campaign copy & backup, 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 & Citibank

Veterans Day & Black Friday:

- * 12 months financing at 0% (Nov 1st - Nov 30th)
- * 18 months financing at .99% (Nov 7th - Dec 4th)

December Holiday:

- * 12 months financing at .99% (Dec 1st - Dec 31st)
- * 18 months financing at 1.99% (Dec 18th - Jan 5th)

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 11/6/24 - 12/4/24. All product must ship by 12/30/24.

Bosch
Electrolux
GE Cafe, GE Profile
KitchenAid
Maytag

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 also included in the Promotions Guide and posted on the IAC website under Merchandising.

GE Open Order Auto Voids - Take Note!

GE is requiring all purchases of products tied to Instant Rebates ship within 30 days. We will begin sending Auto Void notifications on the 1st of the month for all orders that must invoice or cancellation of that model will occur. There will be a 30-day window to invoice the impacted orders/products. Please contact [Jessica Dzenkowski](#) with any questions.

Pinnacle - Virtual Training Session - Tomorrow

Pinnacle Sales group will be hosting another virtual training session, "Ventilation Vibe with Jessy", on Friday, November 1st from 11am - 11:30am focusing on the Vent-A-Hood's custom options and setting up quotes and proposals. Click to review the [Vent-A-Hood training flyer](#) to review and register for the training session.

ASKO - Virtual Training Session - Tomorrow

ASKO is also hosting a virtual training session on Friday, November 1st from 11:30am - 12:30pm focusing on the art of "Scandinavian Design for Health & Wellbeing". Learn more about Scandinavian design as it applies to the design of appliances. Click to review the [ASKO training flyer](#) to review and register for the training session.



Flash Consumer Confidence Report

The Conference Board's October [Consumer Confidence Report](#) shows that consumer confidence increased from 99.2 to 108.7. This 10-point rise is considered very significant and signals a change in consumer spending habits. The full flash report is on the IAC website under General Information. *Report provided by AVB/Brandsource.*

Flash Q3 GDP Report

The Commerce Department recently released the [Q3 GDP Report](#) which reinforces that our economy is still on solid ground with continued growth. Joe asks you to remember that the GDP is the most important indicator of the economy's strength and has averaged 2.3% growth over the past 10 years. The full flash report is on the IAC website under General Information. *Report provided by AVB/Brandsource.*

AVB Summit 2025



Vendor Updates

Price Changes

Please see below for a list of upcoming price changes.

- **Bosch** - December 31st, 2024
- **GE** - October 21st, 2024
- **Liebherr** - November 30th, 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.

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