



## 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



The **Early BF Holiday campaign** begins today and continues through November 17th. The creative for this campaign is on the IAC website as [Early BF Holiday Campaign creative](#) and the email is in your Constant Contact accounts.

Remember the **Black Friday Holiday Campaign** copy & backup is posted on the IAC website under Merchandising.

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 Holiday Programming Guide - UPDATED**

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*

### Additional Website Banners for Black Friday - NEW

Intercounty has created additional web banner ads promoting the NECO rebates during the Black Friday promotional period. They have been sent to the website providers on your behalf. You can request them to add these BF banners to your homepage even if you are not participating in the Black Friday campaign. The website banners are also located on the IAC website under Merchandising.

### 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 Profile - Cafe - KitchenAid - Maytag - Whirlpool - LG - 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. 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](#).

### Traeger Grill & Accessories Closeout - 50% Off

Trager inventory is now 50% off with instant rebate. Please [click here](#) for full model and pricing information.

### Danby Buy In Opportunity - ETA 11/12

Intercounty has made a special buy in on Danby wine coolers and beverage centers, including the models [DBC057D1BSS](#) & [DWC057D1BSS](#). These new models now include external tubular handles. They have a scheduled ETA of 11/12 to the Medford warehouse.

### Napoleon - Increased Margins

An Instant Rebate has been applied to Napoleon Freestyle grills, see below. Orders are first come, first serve. Backorders & Type 3 will not be honored. The corresponding Freestyle grill covers, model 61444, are on the deck for just \$35!

Brand	Model	Category	Deck Price
Napoleon	F365DPGT	Freestyle 365 Gas Grill	\$ 313.00
Napoleon	F425DPGT	Freestyle 425 Gas Grill	\$ 385.00

### Enhanced Margin Opportunity on Speed Queen

Speed Queen is offering a bonus IR program for their matte black laundry pairs purchased between 11/9 - 12/9/24 to enhance your margins. Please [click here](#) for their promo flyer.

### Blackstone Grills - New at Intercounty

Intercounty warehouses will now be carrying the Blackstone grill line! The models and deck pricing are now available for review, and all members are open to order the products.



The sales representative is Steve Skolnick at [stevesko@me.com](mailto:stevesko@me.com) or #973-467-0680 extension 102. Damages will need to be returned to Blackstone by securing an RA and setting up a pick up. Dealers have 30 days after they receive the invoice from IAC to declare damaged. Dealer returns will be handled in the field. Good stock returns incur a 10% restocking fee. See the IAC Vendor Returns and Damages Information on the IAC website.

### Blackstone Show Program

The NECO Show book has reopened from 11/6 - 11/28/24 for Blackstone display orders only. **Dealers need to purchase a minimum of \$2500 on a show order to receive the display allowances show below.** You can order a mix of products on the order even if they do not have a display allowance to help qualify towards the \$2500 minimum. Show orders will be imported as approved by the sale representative, they will be net the display allowance.

Brand	Category	Model	Display Allowance
Blackstone	BBQ	6006	213.00
Blackstone	BBQ	6008	170.00
Blackstone	BBQ	6009	128.00
Blackstone	BBQ	6831	150.00

2025  
Summit

# FOCUS.

## Save the Date

Intercounty welcomes you to the 2025 AVB Summit  
in Nashville, TN from March 23rd - 26th, 2025

Details to come...



## Vendor Updates

### Price Changes

Please see below for a list of upcoming price changes.

- **Bosch** - December 31st, 2024
- **Liebherr** - November 30th, 2024
- **Thermador** - December 31st, 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.

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