

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



### 2025 AVB Summit - [Register Now!](#) The deadline is February 14th.

Sunday, March 23rd - Wednesday, March 26th, 2025 at the Gaylord Opryland Resort & Convention Center in Nashville, TN.

[Click to Register](#) - Check your emails for full details!

## Advertising

Our **Presidents Day Holiday campaign** begins next week and runs through February 26th. The creative for this campaign will be on the IAC website as [Presidents Day Holiday Campaign creative](#) and the email will be in your Constant Contact accounts early next week.

**Note:** The full Presidents Day Holiday campaign copy & backup is posted on the 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

### Special EOM Program For Presidents Day

There will be special EOM/Bonus EOM programs running on select models of multiple brands to enhance margins for the Presidents Day 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 2/6/25 - 2/28/25. All product must ship by 3/14/25.

Bosch - GE - Whirlpool - LG - Samsung -Frigidaire - Electrolux

*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.*

### February NECO Rebates - Presidents Day Buy More, Save More

The updated NECO rebate forms for the Presidents Day promotional period are available on the IAC website under Rebates/Promotions. These Buy More, Save More rebates run from 2/6 to 2/28/25.

Units	Value
6	\$ 1,000
5	\$ 800
4	\$ 600
3	\$ 400
2	\$ 200
Laundry Pair	\$ 100
Laundry Center	\$ 100

### Qualifying Weber Dealer For 2025

If you did not place a Weber display order in the Fall NECO Show book, you must place an order with Intercounty by 2/15/25 for the display units. After shipment you will need to submit an RFC to Intercounty and the [Weber 2025 Qualifying Show Order form](#) to your Weber representative. The Show order form can be found on the IAC website, this form needs to be submitted to receive the display credits and you must have the product on the selling floor by February 28th to be authorized.



- Dealer is required to purchase 4 of the 9 show grills including a griddle or searwood pellet grill
- Please see Show Order Form for display models and details.

***As a Weber dealer you're also entitled to an approximately 3.5 foot x 3 foot Weber Grill board in the spring to display the 2025 Weber catalog in your store. The Grill Board signup form will be available next week for all Weber dealers.***

### Whirlpool 30-Day Buy & Try Program/Pull Program Policy

Whirlpool is continuing their voluntary [30-Day Buy & Try Program](#) effective January 1st through March 31st, 2025. This allows NECO Members to offer their retail consumers the option to return a Whirlpool Product to their location within 30 days for any reason for a full refund of the product cost. The information sheet and updated standard return policy are posted on the IAC website under Merchandising. The sheet includes a link to the required Submission Form for Try & Buy returns.

The [Whirlpool 2025 Pull Program policy](#) can also be found in the files under Merchandising. It includes the guidelines, due dates, & cutoffs for this monthly dealer incentive program.

## Extended! NECO Exclusive

### "30 Day Buy & Try"

Enables NECO Dealers to offer their retail consumers the ability to return a Whirlpool Product to the dealer within 30 calendar days of purchase!

### Zline Training Sessions

Zline Kitchens is hosting two virtual training sessions on February 11th & 12th from 10:30am - 11:45am focusing on the Zline brand and their products. Click to review the [Zline Training Sessions](#) information on the website and attend a training session.

### Citibank - February Special Financing Promos

The [Citibank Financing Promos - February](#) are available through the end of the month. They have been posted for review on the IAC website.



#### NEWS FLASH

From Economist Joe Higgins

#### Flash Existing Home Sales Report

The [Flash Existing Home Sales Report](#) revealed surprising results. The country is gaining momentum with existing homes as more consumers need to move after staying in place for the past 3 years. This is one economic indicator that is good for your business. The full flash report is on the IAC website under General Information. *Report provided by AVB/Brandsource.*

#### Flash Consumer Confidence Report

January's [Flash Consumer Confidence Report](#) is consistent with an expanding economy. It remains in the same range as the past 3 years. Confidence among consumers has basically held steady since 2021. The full flash report is on the IAC website under General Information. *Report provided by AVB/Brandsource.*

## Price Changes

Please see below for a list of upcoming price changes.

- **Hestan Outdoor** - January 31st, 2025
- **GE** - February 10th, 2025
- **JennAir** - February 23rd, 2025
- **LG** - February 5th, 2025
- **Miele** - January 31st, 2025
- **SKS** - January 31st, 2025
- **Thor** - January 31st, 2025

## 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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