

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

[Click for the GE Quick Schedule for MLK Holiday](#)

### 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](#) - Details will be sent via email.



## Advertising

# WINTER CLEARANCE SALE

The **Winter Clearance Sale campaign** begins on Monday and continues through January 29th. The creative for this campaign is on the IAC website as [Winter Clearance Sale Campaign creative](#) and the email is in your Constant Contact accounts.

- Click to sign up for our first Holiday campaign of the year: [Presidents Day Holiday Campaign](#).

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

### JennAir 5% Margin Enhancement Program

JennAir is offering an additional 5% margin program for authorized NECO dealers. This addition brings the total margin to 35%! It's already listed on the deck as an Instant Rebate. The [JennAir 5% Program](#) flyer is on the website under Rebates/Promotions.

## NECO Rebates - February

The NECO rebate forms for February are now available on the IAC website under Rebates/Promotions.

## TD Bank - MLK Financing Promos

The [TD Bank - MLK Financing Promotions](#) are now available through 1/20/2025. They are posted for review on the IAC website.



### NEWS FLASH

From Economist Joe Higgins

#### **Flash AHAM Report for 2024**

Direct from Joe Higgins: "Hi everyone! The appliance business had an intense final two weeks in 2024 with a year-end surge and finished the year up 1.7%. After a weak start last year, down 8.7% in January and February, the growth exceeded expectations.

***Congratulations to all of you on a job well done! Now, we have 12 months to bring in an awesome 2025. I am looking forward to a great year ahead."***

The [Flash AHAM Report 2024](#) with industry data 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.

- **Bertazzoni** - January 9th, 2025
- **Hestan Outdoor** - January 31st, 2025
- **LG** - January 31st, 2025
- **Thor** - January 21st, 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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