



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 and NJ offices will close at 3pm on Friday in observance of Good Friday.

Advertising



The **April Grill Month campaign** runs for the whole month. The creative for this dealer-funded campaign is listed on the IAC website as [April Grill Month campaign creative](#) and the email is in your Constant Contact account.

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

Price Increases

As you are aware there are a series of price increases planned for the coming weeks as shown in the section below. Some of these will only be MAP/PMAP changes and some will affect the deck costs, but many price sheets have yet to be provided.

Intercounty is making efforts to buy into select inventory where needed as our goal is to ensure that dealer sales orders are not impacted by these price increases and vendor PO price revalues. Additionally, after the new price sheets go into effect we will evaluate where we can bring the costs back down and apply IRs to those models. Order revalues may affect Finance 3 and Bulk Orders if IAC does not have enough inventory to hold those prices. Please reach out to [Jessica Dzenkowsky](#) with any questions.

Samsung Laundry Special Buy

Intercounty has purchased a special Samsung Laundry Hubs buy, models [WH46DBH100GW](#) & [WH46DBH100EW](#). The discount on these units has been applied with an instant rebate. Backorders & Type 3 will not be honored.

Brand	Model	Description	IR
Samsung	WH46DBH100GW	Bespoke 4.6 cu. ft. AI Gas Laundry Hub	\$150
Samsung	WH46DBH100EW	Bespoke 4.6 cu. ft. AI Electric Laundry Hub	\$150

Whirlpool Range Availability Impact

On April 2nd, Whirlpool Corporation's Tulsa facility was affected when a tornado touched down in the area and is currently shut down. This will impact Whirlpool range product availability. As a result Whirlpool will be removing all PMAPs on the impacted ranges. Intercounty has placed additional purchase orders to secure additional inventory at this time.

RAC Program

The temperature's rising which means it's almost air conditioning season! Please review the [2025 Intercounty RAC Worksheet](#) on the website for a full spec comparison sheet & deck information for RACs and associated pieces in the program.

Synchrony - April Special Financing Promos

The [Synchrony - April Financing Promotions](#) are now available through April. They have been posted for review on the IAC website.



NEWS FLASH

From Economist Joe Higgins

Flash CPI Report

March's [Flash CPI Report](#) does bring good news, but with all the uncertainty around tariffs, there is still a feeling that prices will probably rise over the next few months. The Consumer Price Index for March also suggests that the Fed could cut interest rates and possibly bring down the 30-year mortgage rate. The full flash report is on the IAC website under General Information. *Report provided by AVB/Brandsource.*

Price Changes

Please see below for upcoming price changes.

April	May	June	July
April 24th Bosch	May 1st Frig (parts & access) Summit Weber	June 1st Frig (water filters) Peerless	July 1st Element SKS Thermador
April 29th GE	May 7th Elica	June 5th SMEG Whirlpool	
	May 12th Bertazzoni Dacor	June 8th Marvel ULINE	
	May 15th Faber F&P/DCS LG	June 9th Fulgor Milano	
		June 30th GE Monogram	

Delayed price changes - Danby, Friedrich, & Samsung (PMAP changes)

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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