



IAC Weekly News

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

[Visit our website](#)

Advertising



Today starts our **Hello Spring! Sale campaign** and continues through Wednesday, May 14th. The creative for this dealer-funded campaign is listed on the IAC website as [Hello Spring! Sale campaign creative](#) and the email is in your Constant Contact account.

The **April Grill Month campaign** ends next week. 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.

Don't forget to sign up for the [Memorial 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

Samsung's In-store Promotion

Samsung is offering additional in-store rebates on the [WH46DBH100EW](#) & [WH46DBH100GW](#) laundry hub models from April 17th and June 4th, 2025. These rebates are already applied on the deck as Instant Rebates. Please review the [Samsung Laundry HUB Support](#) file on the IAC for full program information.

Brand	Category	Sub Category	Model	New Deck
Samsung	LDY	HUB	WH46DBH100EWA3	\$1,080
Samsung	LDY	HUB	WH46DBH100GWA3	\$1,157

Weber Tariff Update - Spirit Grills

The recent tariff update letter from Weber explains that the MAP pricing changes for the Spirit grills will not take effect until June 19th, 2025. The others remain effective May 1st. Review the [Weber Tariff Update Letter](#) on the IAC website.

BrandSource - May Financing Promos

The [BrandSource-Synchrony May promotions](#) are now available through the rest of the year. And the [BrandSource-Citibank May promotion](#) is available through May 31st. Both have been posted for

RAC Program - Reminder

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.



NEWS FLASH

From Economist Joe Higgins

Flash Retail Sales Report

March's [Flash Retail Sales Report](#) reflects the early impacts of the tariff announcements. Either consumers are panic-buying or are just our spending money as usual. There is no historical precedent to help predict it either way. We need 2 more months of data to give a clear view of our economic future. 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.



Try email marketing for free today!