

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 Memorial Day Trucking Schedules](#)

Advertising



Our **Memorial Day Holiday campaign** begins today and continues through Wednesday, June 4th. The creative for this dealer-funded campaign is listed on the IAC website as [Memorial Day Holiday campaign creative](#) and the email is in your Constant Contact account.

And the **May Grill Month campaign** continues through the end of the month. The creative for this dealer-funded campaign is listed on the IAC website as [May 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



Memorial Day Holiday Merchandising Special Promotions



Memorial Day Holiday Promotions Guide

Let the holiday selling period begin! We've compiled all the special holiday promotional highlights showcasing some extra programming options and outlining the NECO rebate programs in a Memorial Day guide to aid your success. Please review the [Memorial Day Holiday Promotions Guide](#) on the IAC website for all the details.

Special EOM Programs

There will also be special EOM/Bonus EOM programs running on select models of multiple brands to enhance margins for the Memorial Day holiday on customer sales. These programs will run from 5/15/25

- 6/4/25. All product must ship by 6/18/25.

Bosch
Electrolux, Frigidaire, Frig Gallery
GE, Cafe, GE Profile
KitchenAid
LG
Maytag
Samsung
Whirlpool

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. Information on these EOM programs is located within the [Memorial Day Holiday Promotions Guide](#).

Holiday Merch Infomation & Bonus EOMs

The [Memorial Day 2025 Merch Info and Bonus EOM Models](#) website file shows the full list of Bonus EOM models on the first tab and highlighted Memorial Day models along with suggested in-store/in-cart sales pricing on the second. Note that 2 of the KitchenAid dishwashers (models KDTM404KPS & KDFM404KPS) also include a NECO individual model rebate!

Traeger Grill & Accessories Closeout - 50% Off

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

Vendor Updates

Price Changes

Please see below for upcoming price changes.

May	June	July
May 15th Faber F&P/DCS GE*	June 1st Danby Frig (parts & access) LG (RAC) Moen/Wasteking Peerless Sharp XO	July 1st Element SKS Bosch/Thermador
	June 5th LG Samsung SMEG Whirlpool	
	June 8th Marvel ULINE	
	June 9th Fulgor Milano	
	June 15th Zephyr Thor	
	June 30th GE Monogram	

Delayed price changes - Friedrich

**[Select GE models](#) listed on IAC website effected by 5/15 price 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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