

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

### Advertising



The **Memorial Day Holiday campaign** 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.

- Please take a moment to [click and submit](#) any feedback of how your store fared during the recent Memorial Day holiday period and the marketplace as whole. Any feedback is appreciated!

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

#### LG Instant Rebate Submission Deadline: Earth Day Buy More, Save More

The LG instant rebate promotion from Earth Day will end on 6/17/2025. You then have 30 days to submit your claims, as the submission form for this program will close on 7/17/2025. The LG BOGO Ice Maker program closes on 6/4/2025, and deadline for submission is 7/3/2025.

Intercounty has committed to running the instant rebate program through July 4th. The next program will run 6/18/25-8/20/25, with a submission deadline of 9/20/2025.

#### Special EOM Programs - Reminder

The special EOM/Bonus EOM programs running for the Memorial Day holiday end next Wednesday (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. Prepaid/Moreland will qualify for credit. 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](#).*

**Flash Existing Home Sales Report - April**

The US is still on track to sell 4 million existing homes as shown in the [Flash Existing Homes Report](#). At some point, this will break as there are homeowners who need to move and plenty of buyers looking for an existing home. This will enhance your business someday, as the pent-up demand is real; we need mortgage rates to move below 6% at some point. The full flash report is on the IAC website under General Information. *Report provided by AVB/Brandsource.*

## Vendor Updates

**Price Changes**

Please see below for upcoming price changes.

June	July
June 1st <b>Danby</b> Frig (parts & access) LG (RAC) Moen/Wasteking Peerless Sharp	July 1st <b>Avanti</b> Bosch/Thermador Element Lynx SKS Sharp Viking
June 5th <b>LG</b> <b>Samsung</b> <b>SMEG</b> <b>Whirlpool</b> <b>XO</b>	
June 8th <b>Marvel</b> <b>ULINE</b>	
June 9th <b>Fulgor Milano</b>	
June 15th <b>Zephyr</b> <b>Thor</b>	
June 16th <b>Elica</b>	
June 30th <b>GE Monogram</b>	

Delayed price changes - Friedrich

## 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.



Try email marketing for free today!