

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

**2nd Quarter IT Maintenance:** The IT department will run quarterly server maintenance this weekend (6/27 & 6/29). You will experience some system downtime on Sunday from 8am - 10am.

**The NY & NJ offices and warehouses will be closed on Friday, July 4th in observance of the holiday.**

[Click here](#) for July 4th Trucking schedules

[Click here for the GE Holiday Quick schedule](#)

### Advertising



Our **July 4th Holiday campaign** continues through Wednesday, July 9th. The creative for this dealer-funded campaign is listed on the IAC website as [July 4th Holiday campaign creative](#) and the email is in your Constant Contact account.

And the **June Grill Month campaign** continues through Sunday, July 6th. The creative for this dealer-funded campaign is listed on the IAC website as [June 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!

**Reminder:** The July 4th campaign print copy & backup is posted on the website under Merchandising.

### Merchandising

**\*\* Reminder \*\***  
**July 4th Holiday Merchandising**



## Special Promotions



### July 4th Holiday Promotions Guide

Go 'fourth' and make sales! We've compiled all the special holiday promotional highlights showcasing and outlining the NECO rebate programs and consumer financing in a July 4th guide to aid your success. Please review the [July 4th 2025 Holiday Promotions Guide](#) on the IAC website for a summary of all the available July 4th programs.

### July 4th Competitive Offers

A summary of the competitive offers in the market place today from Whirlpool DTC and Big Box stores is posted on the website for review under General Information as [July 4th Competitive Offers](#).

### Special EOM Programs

There will also be special EOM/Bonus EOM programs running on select models of multiple brands to enhance margins for July 4th. *This program is intended to help combat market disruptions and keep you competitive.* These programs will run from 6/20/25 - 7/9/25. All product must ship by 7/23/25.

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 [July 4th Holiday Promotions Guide](#) and as the [July 4th Bonus EOM Program](#) file. The file includes current deck/net pricing and suggested In-Cart pricing!

### GE Bodewell NECO Rebate

NECO has updated the GE Bodewell rebate for the second half of 2025 to allow consumers to make unlimited GE Bodewell purchases between 7/1 & 12/31/25. The "limited only to 1 offer per household" verbiage still remains on the regular NECO rebates. The updated GE Bodewell rebate is listed on the website as [NECO Rebates - June & July](#).



#### NEWS FLASH

From Economist Joe Higgins

#### Flash Existing Home Sales Report - May

The May [Flash Existing Home Sales Report](#) does not bring great news for the sales of existing homes. But once interest rates go below 6%, this business will grow rapidly. The full flash report is on the IAC website under General Information. *Report provided by AVB/Brandsource.*



### It's Show Time!

**2025 NECO Expo at Mohegan Sun Casino, CT**  
**Sunday, Sept 7th - Tuesday, Sept 9th, 2025**

**Registration is open!** [Click here](#) to register or check the [Registration Notice](#) on the IAC website.

**Intercounty covers one (1) complimentary hotel room for both Sunday and Monday.** Owner of member company or designated representative is entitled to complimentary room and earns second night with attendance at the IAC General Meeting, including taxes and fees. Incidentals are not covered.

## Vendor Updates

### Price Changes

Please see below for upcoming price changes.

June	July
June 30th <b>GE*</b> <i>*<a href="#">Select GE models</a> listed on IAC website effected by 6/30 price changes.</i>	July 1st <b>ASKO, Avanti, Azure,            Bosch/Thermador, Coyote,            Danby, Element, Lynx            Miele, SKS, Sharp, Viking</b>
	July 24th <b>JennAir</b>
	July 25th <b>Whirlpool</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.

Intercounty Appliance Corporation | 10 National Blvd | Medford, NY 11763 US

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