



IAC Weekly News

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

[Visit our website](#)



NECO EXPO 2025

Thank you to all who helped with & attended the IAC events at the 2025 NEOC Expo!

Please [click here](#) to provide your feedback if you attended the Expo this week at Mohegan Sun.

Advertising

The Fall Into Savings (Columbus Day) campaign signup form has closed, but let us know if you'd still like to participate.

The [Black November campaigns signup form](#) is live early to ensure we're well prepared for the busy season. It includes the signup options for both the Early BF Holiday campaign (digital only) and the Black Friday Holiday campaign (digital & print)! Review to see what you're eligible for in these campaigns.

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

GE - Increased Margins

A \$350 Instant Rebate has also been applied to the GE electric dryer models [GFV55ESSNWW](#) in stock. The deck price is now \$526! Orders are first come, first serve. Backorders & Type 3 will not be honored.

Increased GP% Opportunity for Samsung

Intercounty has purchased a special buy of Samsung ranges, model [NE63D6711SR](#). Please see below for IR information. Orders are first come, first served. Backorders & Type 3 will not be honored.

Brand	Model	Description	IR
Samsung	NE63D6711SR	6.3 cu. ft. Smart Freestanding Electric Range	\$ 183.00

THOR Labor Day Promo MAPs

THOR is launching a group of new products including Gordon Ramsay and X-series induction ranges, gas & electric ranges, X-series dual fuel ranges, and more in stock in their warehouses! These new lines are currently on promotion for the Labor Day promotional period through September 19th which are posted on the IAC website under Rebates & Promotions. They include 25% off for specific THOR ranges, ventilation, refrigeration.

Citibank - Special Financing Promos

The [Citibank Financing Promos - September](#) are now available through October 15th. They include new offers and updated rate sheet for September, as well as the Q4 No Interest until Jan 2027 promotion. These offers have been posted for review on the IAC website.

NECO Fall Show Book is Open - Reminder

The Fall show book opened on Tuesday. Please be sure to review it to take advantage of special offers and display programming from select vendors. The show book will close on Tuesday, September 30th.

To access the show book go to our website under the Quick Link Connect tab, click on the NECO show book or go to <https://necoalliance.com/>, click on NECO Show then Members show book/orders, choose IAC, select your store, and enter your password. If you need assistance accessing the show portal please contact Member Services.



Flash Jobs Report - August

The [August Flash Jobs Report](#) may be disappointing, but the good news is that it means the Feds will likely cut interest rates this month. Also, the unemployment rate is still low without a large number of layoffs. The full flash report on the IAC website under General Information for full details. *Report provided by AVB/Brandsource.*

Vendor Updates

Price Changes

Please see below for upcoming price changes.

September	October
Sept.8th Blomberg	Oct.1st Fulgor Milano Weber
Sept. 13th GE Parts	
Sept. 15th Avanti	
Sept. 26th Whirlpool	

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!