



## 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 here for the Thanksgiving Trucking Schedules](#)

## Advertising

The **Early BF Holiday campaign** begins next week and runs through Wednesday, November 19th. The creative for this campaign is listed on the IAC website as [Early BF Holiday Campaign Creative](#) and the email is in your Constant Contact account.

The [Early BF Holiday Campaign Merch Copy & Backup](#) is also posted on the IAC website for reference.

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



**Bonus EOM program starting 11/5, updated NECO rebates, vendor presentations and much more!**

### Intercounty Owners Call - Reminder

Please join us for a quick call on Tuesday, November 4th, 2025, at 9:30 AM to update the owners on Black Friday programming. Please accept the zoom invite, so it will be saved to your calendar.

### New NECO Rebate - Miele

NECO now has a Miele rebate for November through December 10th, 2025. The rebate form is now included with the NECO Rebates- November & December on the IAC website.

## Napoleon Blowout Special

Napoleon is offering discounts on all in-stock products at Intercounty through their Blowout Program, active through December 31st, 2025. Discounts are only available for units in stock as of October 31st. These discounts have been applied to deck prices as IRs. Refer to the [Napoleon Blowout Program](#) files on the website for full model information.



## Marvel Essentials Training Session - Tomorrow

The Pinnacle Sales Group is hosting a virtual training session on October 31st from 11am - 12pm focusing on Marvel's Essentials collection. Learn more about their key features and benefits of their appliances. [Click here](#) to review and register for the Marvel training session.

## ASKO - Virtual Laundry Training Session

ASKO is hosting a virtual training session on November 14th from 11am - 12pm focusing on ASKO's laundry lineup. Learn more about the unique & energy efficient features of their appliances. Click to review the [ASKO training flyer](#) to review and register for the training session.

## Citibank - Q4 Special Financing Promos - Lower Rates!

The [Citibank - Q4 Financing Promos](#) are now available through December 4th. They include a new lower rate for the No Interest promotion to 0.99% effective Nov. 4th - Dec. 4th, 2025! These offers have been posted for review on the IAC website.



### NEWS FLASH

From Economist Joe Higgins

#### **Flash CPI Report - September**

The government compiled the September CPI report because the Fed needs to make a critical decision on interest rates. Lowering overall interest rates gives us a little nudge toward lower mortgage rates, which is good for our business. Inflation is up, but still lower than most of us thought. The full [Flash CPI Report](#) is on the IAC website under General Information for full details. *Report provided by AVB/Brandsource.*

#### **Flash Consumer Confidence Report - October**

October's [Flash Consumer Confidence Report](#) from the Conference Board showed a slight change, and given the government shutdown, Joe was surprised it didn't fall further. The economy should get another boost soon as the Fed is likely to cut interest rates. The full flash report is 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.

November	January
Nov. 1st Danby	Jan 1st Speed Queen (parts)
Nov. 14th Weber	

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

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