



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 today 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.

Both the [Early BF Holiday Campaign Merch Copy & Backup](#) and the [Black Friday Holiday Campaign Merch Copy & Backup](#) are posted on the IAC website for reference. The [Black Friday Holiday Campaign Creative](#) is also posted under Advertising.

[Click here](#) to sign up for the dealer-funded **BF Doorbusters: In-store & Online campaign!**

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

Black Friday Holiday Programming



Black Friday Holiday Programming Guide

Black Friday promotions are upon us! Intercounty has put together some information and programs to help navigate through the promotional timeframe and aid in your success! Please log onto the IAC website, under Merchandising, to find the [Black Friday Holiday Promotions Guide](#) where you will find:

- Black Friday 2025 Details deck outlining overall available programming & marketplace information
- NECO Rebate Forms
- Key Model Highlights selected for market and margin opportunities
- Bonus EOM List (see below for detail)
- Consumer Financing Flyers
- Black November National and DTC Offers
- IAC Advertising Copy & Creative

The [Black Friday Holiday Programming Guide](#) also includes the brand specific presentations made *specifically for NECO dealers!*

- Rebates. Focus models, Packages, & Margin opportunities (*Offered in PDF, PowerPoint, & Video*)

Also stay tuned for Black Friday campaign printable POP signage!

Black Friday Callouts and Updates:

BF Consumer Financing Programs from Intercounty: Citibank & Synchrony

Citibank:

- 18 months financing at 1.99% (Nov 5th - Dec 4th)
- No Interest financing thru January 2027 at .99% (Nov 4th - Dec 4th)

Synchrony:

- 18 months financing at 1.99% (Nov 1st - Dec 2nd)

Special EOM Programs

There will also be special EOM/Bonus EOM programs running on select models of multiple brands to enhance margins for the Black Friday holiday on customer sales of in-stock inventory.

The Bonus EOM program will allow you to be competitive against any market disruption that may occur during the promotional timeframe, and create sales opportunities in-store and in-cart!

These programs will run from 11/5/25 - 12/3/25. All product must ship by 12/19/25.

Bosch * GE, Cafe, GE Profile * KitchenAid
Maytag * Whirlpool * Samsung * LG

EOMs are not eligible for Finance 3 orders, or Bulk/Builder 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. Full information on these EOM programs is located within the [Black Friday Holiday Promotions Guide](#)

Early BF and Black Friday Campaign Copy

To help you prepare for the event, the full copy & backup for the digital Pre-BF campaign and the Black Friday multimedia campaign is also included in the Promotions Guide and posted on the IAC website under Merchandising.

Change to NECO Frigidaire Rebate

Frigidaire announced another NECO rebate to stack with NECO Buy More, Save More and the Bonus Model rebates! Consumers can earn an additional \$200 with a select 4-piece Frigidaire Gallery kitchen package purchase (including a pizza range or wall oven).

Bosch Dishwasher Rebate

Bosch has released a new dishwasher rebate with a \$75 mail-in rebate valid through 12/3/25. This rebate can be also be added to the NECO rebate, making the SHP65 model \$200 combined for consumers. The [Bosch Dishwasher Rebate](#) is posted to the IAC website.

Napoleon Inventory Closeout - 50% Off

The remaining Napoleon inventory is now 50% off with instant rebate through the end of 2025. SPO's, Finance 3, and backorders are not eligible. Please [click here](#) for full model and pricing information.



Frigidaire Range Discount

The Frigidaire [GCFE3059BF](#) electric ranges have been discounted for the Black Friday promotional period through 12/3/25. The new deck price is \$594! This model's MAP is \$1899 and BF PLAP of \$899.

THOR Q4 Promotions

THOR released 3 new promotions for Q4 and the holidays. They include a Pre-BF sale of up to 30% select Thor cooking, cooling, & dishwasher appliances and a free gift promotion with package purchases. These promotions are posted on the IAC website under Rebates & Promotions.

ASKO - Virtual Laundry Training Session - Reminder

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.



NEWS FLASH

From Economist Joe Higgins

Flash Interest Rates Report

In last week's [Flash Interest Rates Report](#), the Fed cut interest rates by 25 basis points on Wednesday but indicated that they're hesitant to have another reduction in December. Review the full [Flash CPI 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.

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

Dealer To Dealer Sales

Cafe Refrigerator Models CFE28TP2MS1 For Sale

Renah Appliance has availability of 4 open-box Cafe French-Door Refrigerators, model [CFE28TP2MS1](#). Please contact Eli at eli@renahappliance.com or at #646-483-8023.

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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