

Reasons to Believe

APRIL 2017



PREMIER BUILDER CHANGE!

- 10% Off UMRP with Registered Builder Code
 - Register on the HUB
- Builder's Customer can purchase product under Builder's code.
- Product is purchased of Premier Builder Contract Price Sheet

HEY ALEXA...

- With "Connectivity" Jenn-Air is able to continuously utilize new technologies and innovations, such as Amazon's Alexa.
- Step a customer up from the Multi-Mode Convection models to the V2 Convection with Wi-Fi and they'll experience new features for the lifetime of the unit.

CONNOISSEUR PROGRAM

- In 2017 you will have the ability to offer "influencers" such as builders or designers 50% off UMRP plus Compliments/Install on Us.
- Must be approved by Jenn-Air Representative Prior to executing sale.
- Maintain full margin opportunity, discount claimed back through HUB.

WARRANTY OPPORTUNITY

- **2 year standard** parts & labor on ALL appliances
- When installed by Certified Installer, customer can claim **complimentary one-year extended service plan!**
- Installers can register [here](#).



NEED HELP? [CLICK HERE](#)

- **Phone:** 1-800-536-6247 (response NOW)
- **Email:** nar_jennair_customerexperience@jennair.com (response within 24 business hours)
- ***Include model, serial, name, address, phone



COMPLIMENTS OF JENN-AIR

1. LEVEL 1: Customer buys pro-range **OR** wall oven + cooktop **OR** slide-in range + 2 additional freestanding products, earns **\$1300 towards purchase of additional model from qualifying list**
2. LEVEL 2: Customer adds on BIR to LEVEL 1 package, earns additional **\$2000 towards purchase of additional model from qualifying list.**
3. For use by end consumers & builders!

INSTALL ON US | REBATE

- Get an installation credit up to \$1000 with qualifying purchases.
- Customer mails in install invoice to get **up to \$100 reimbursement per qualifying product - up to \$200 on downdraft ranges & BIRs (+\$100 on panels)**

PERSONAL USE PROGRAM

- We recognize the importance of drawing on personal experience during the selling process and what better way to do that then to get Jenn-Air in your home. Now available the Jenn-Air Diamond Program for sales members. Reach out to your Jenn-Air Representative for details on the discount and how you can get product in your home today!
- Must be registered on JennAir.biz!

CLAIM DEADLINES & REQUIREMENTS*



PROGRAM	TYPE OF DEADLINE	CLAIM DEADLINE	CLAIM REQUIREMENTS
SPIFFS	DELIVERY BASED	20 TH OF MONTH FOLLOWING DELIVERY	SALE DATE DELIVERY DATE SERIAL NUMBER SELL PRICE
COMPLIMENTS	SALE BASED	END OF MONTH FOLLOWING SALE	SALE DATE SELL PRICE DISCOUNT
CONNOISSEUR	DELIVERY BASED	END OF MONTH FOLLOWING DELIVERY	SALE DATE DELIVERY DATE SERIAL NUMBER DISCOUNT CONNOISSEUR CODE
PREMIER PARTNER	DELIVERY BASED	20 TH OF MONTH FOLLOWING DELIVERY	SALE DATE DELIVERY DATE SERIAL NUMBER
MODEL HOME / DESIGNER	DELIVERY BASED	30 DAYS FOLLOWING DELIVERY	PRE-APPROVAL DISPLAY LOCATION SERIAL NUMBER
INSTALL ON US	CONSUMER BASED	END OF MONTH FOLLOWING REBATE PROMOTION	PURCHASE INVOICE INSTALL INVOICE SERIAL NUMBERS

TRANSITION UPDATES – CLICK FOR DETAILS



*Summary Only. See full terms and conditions in program documents.