

# Reasons to Believe



AUGUST 2017

## Q4 Price Alignment

- IMPORTANT ANNOUNCEMENT - Effective Oct 1 Jenn-Air will align all active models with varying designs (Pro, Euro, Black Floating Glass) to one consistent UMRP price strategy.
- On existing Euro models that do not have a compatible Pro Handle (i.e steam oven) there will not be a change in the existing UMRP.

## D&O POLICY CHANGE

- Effective July 1 - December 31, 2017
- Discontinued & Obsolete (D&O) product no longer bound by 150 miles policy
- Online Transaction allowed
- List of D&O product below, consult your Jenn-Air Representative for quantity and pricing
- D&O MAP policy applies

## PREMIER BUILDER

- 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

## 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](mailto: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 products earns additional **\$2000 towards purchase of additional model from qualifying list.**
3. For use by end consumers & builders!

Extended

## INSTALL ON US | REBATE

- Get an installation credit up to \$1000 with qualifying purchases.
- Customer mails in install invoice to get **up to \$500 reimbursement per qualifying product** (**\$200 on downdraft ranges & BIRs, \$300 on panels**)

Extended

## 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.

## PERSONAL USE PROGRAM

- 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!

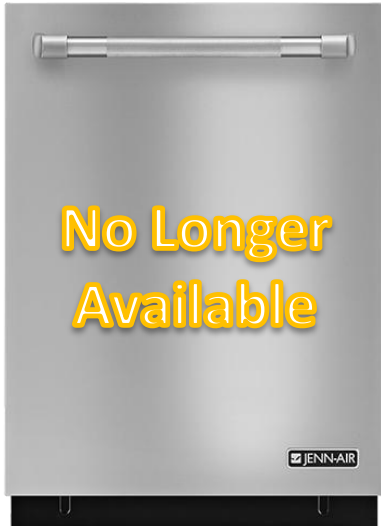
PROGRAM	TYPE OF DEADLINE	CLAIM DEADLINE	CLAIM REQUIREMENTS
SPIFFS	DELIVERY BASED	20 <sup>TH</sup> OF MONTH FOLLOWING DELIVERY	SALE DATE DELIVERY DATE SERIAL NUMBER SELL PRICE
COMPLIMENTS	SALE BASED	END OF MONTH FOLLOWING SALE	SALE DATE SELL PRICE DISCOUNT
CONNOISSEUR	DELIVERY BASED	END OF MONTH FOLLOWING DELIVERY	SALE DATE DELIVERY DATE SERIAL NUMBER DISCOUNT CONNOISSEUR CODE
PREMIER PARTNER	DELIVERY BASED	20 <sup>TH</sup> 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](#)



Supply of the JDB9600CWP (Pro Handle Option) has been depleted and the unit is no longer available to order. This constraint is only effecting this model. The JDB9600CWS and JDB9600CWX are still available. For customers looking for a FLUSH dishwasher in Pro, please see solution below.

## Constraint



JDB9600CWP

## Solution



Euro Model plus  
Pro Handle

JDB9600CWS

&

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Based on existing supply, JDB9600CWS supply will likely be depleted by September. Once stock is no longer remaining of any 9600 model, for customer customers seeking a FLUSH installation dishwasher in 24 inch cabinets can utilize the UNBRANDED - UDT555SADP model which will work with the *Compliments Promotion*.



- Available in 24" UDT555SAD & 18" UDT518SAFP
- Panel-Ready Only
- Will qualify with Compliments of Jenn-Air
- Available Q4, 2017
- Details provided on JennAir.biz