



2020 JENNAIR PREMIER BUILDER PROGRAM

FOR TRADE CUSTOMERS & BUILDERS



JennAir carries the torch as champions of the design community and the industry at large. We are purveyors of distinctive luxury kitchen appliances that push form and function to transform spaces. With exceptional performance, masterful execution and provocative design, JennAir offerings are powerful, yet bespoke to each individual's tastes.

SAVE UP TO 10%

From January 1, 2020 – June 30, 2020 JennAir Premier Builders are assigned a dedicated code that makes them eligible for a 10% discount below UMRP on JennAir brand products when purchasing from an authorized JennAir brand dealer. NOTE: This program does not include accessories or non-branded JennAir materials.

STEP 1: REGISTER WITH A DEALER

- Sales associates and JennAir Market Managers may register builders by visiting The HUB at whirlpoolhub.com and clicking the JennAir Builder button in the blue bar.
- Sales associates registering builders do NOT need to select the Sold-To that the builder will be using. The system will automatically associate the builder with the Sold-To their login is linked to in The HUB.
- JennAir Market Managers registering builders will select the Sold-To that the builder will be using. The easiest way is to simply enter the Sold-To Number in the search box.

STEP 2: BUILDER CONTACT DETAILS

- Fill in the required contact details.
- Details required: Builder's First/Last Name & E-Mail Address

STEP 3: BUILDER BUSINESS INFORMATION

- Enter the builder's business information.
- Details required: Business Name, Business Address, Business Phone Number
- Optional details (not required, but is highly encouraged): Federal EIN, Builder License, Website

Programs are subject to change without notice. JennAir reserves the right to cancel, suspend or amend this program at any time without written notice. Program may not be combined with any other JennAir offers.



Have questions? Contact The HUB Team Phone: 855.458.5446, Option 2 Email: 360help@whirlpool.com @/™ © 2020. All rights reserved. Document JC-043 1/1/20



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FOR TRADE CUSTOMERS & BUILDERS

STEP 4: CONFIRMATION

- The builder's request for a JennAir Premier Builder Number is confirmed and displayed on the final Registration screen. Trade customer may want to keep note of the Premier Builder Number before exiting screen.
- Trade Customer/Sales Associate must include this Premier Builder Number on all invoices, quotes or sales document when utilizing Premier Builder Discount.
- A confirmation of the registration including the Premier Builder Number will be sent to the email address provided in Step 2.

RECOMMEND JENNAIR APPLIANCES

- Make sure to recommend JennAir appliances to your clients. With exceptional performance, masterful execution and provocative design, JennAir appliances will help you create a unique design for your discerning clients.

PURCHASE JENNAIR APPLIANCES

- Builders: Visit your local JennAir brand dealer and purchase JennAir appliances.
- Builders must provide their JennAir Premier Builder Number to the sales associate to receive their discount.
- Dealers: Be sure to provide a JennAir Premier Builder's Number and name on any quote or invoice. This confirms the JennAir Premier Builder's eligibility to purchase at 10% below UMRP. Invoices that do not reference a Premier Builder number, but reflect a 10% discount on JennAir models, run the risk of being independently determined by JennAir as a violation of the UMRP Policy.
- All questions regarding the JennAir UMRP Policy can be submitted to the JennAir UMRP Administrator via email at jennair.umrp@jennair.com.

SPIFF PROGRAM ELIGIBILITY

Sales under this program may be claimed under the applicable JennAir Spiff program.

COMPLIMENTS & CURATE PROGRAM ELIGIBILITY

Sales under this program may be claimed under the applicable JennAir National Consumer Promotion.

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2020 JENNAIR PREMIER PARTNER PROGRAM

FOR DESIGNERS



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SAVE UP TO 10%

From January 1, 2020 – June 30, 2020 JennAir Designers are assigned a dedicated code that makes them eligible for a 10% discount below UMRP on JennAir brand products when purchasing from an authorized JennAir brand dealer. NOTE: This program does not include accessories or non-branded JennAir materials.

STEP 1: REGISTER WITH A DEALER

- Sales associates and JennAir Market Managers may register designers by visiting The HUB at whirlpoolhub.com and clicking the JennAir Builder/Designer button in the blue bar.
- Sales associates registering designers do NOT need to select the Sold-To that the designer will be using. The system will automatically associate the designer with the Sold-To their login is linked to in The HUB.
- JennAir Market Managers registering designers will select the Sold-To that the designer will be using. The easiest way is to simply enter the Sold-To Number in the search box.

STEP 2: DESIGNER CONTACT DETAILS

- Fill in the required contact details.
- Details required: Designer's First/Last Name & E-Mail Address

STEP 3: DESIGNER BUSINESS INFORMATION

- Enter the designer's business information.
- Details required: Business Name, Business Address, Business Phone Number
- Optional details (not required, but is highly encouraged): Federal EIN, Tax ID, Website

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2020 JENNAIR PREMIER PARTNER PROGRAM

FOR DESIGNERS

STEP 4: CONFIRMATION

- The designer's request for a JennAir Premier Partner Number is confirmed and displayed on the final Registration screen. Trade customer may want to keep note of the Premier Partner Number before exiting screen.
- Trade Customer/Sales Associate must include this Premier Partner Number on all invoices, quotes or sales document when utilizing Premier Partner Discount.
- A confirmation of the registration including the Premier Partner Number will be sent to the email address provided in Step 2.

RECOMMEND JENNAIR APPLIANCES

- Make sure to recommend JennAir® appliances to your clients. With exceptional performance, masterful execution and provocative design, JennAir appliances will help you create a unique design for your discerning clients.

PURCHASE JENNAIR APPLIANCES

- Designers: Visit your local JennAir brand dealer and purchase JennAir appliances.
- Designers must provide their JennAir Premier Partner Number to the sales associate to receive their discount.
- Dealers: Be sure to provide a JennAir Premier Partner Number and name on any quote or invoice. This confirms the JennAir Premier Partner's eligibility to purchase at the Premier Partner Program discount level. Invoices that do not reference a Premier Partner Number, but reflect a 10% discount on JennAir models, run the risk of being independently determined by JennAir as a violation of the UMRP Policy.
- All questions regarding the JennAir UMRP Policy can be submitted to the JennAir UMRP Administrator via email at jennair.umrp@jennair.com.

SPIFF PROGRAM ELIGIBILITY

Sales under this program may be claimed under the applicable JennAir Spiff program.

COMPLIMENTS & CURATE PROGRAM ELIGIBILITY

Sales under this program may be claimed under the applicable JennAir National Consumer Promotion.

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2020 JENNAIR MODEL HOME PROGRAM

FOR TRADE CUSTOMERS



SAVE UP TO 50%

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From January 1, 2020 to June 30, 2020 our trade customers can receive a 50% discount when purchasing products to be placed in model homes, builder showrooms or design centers (Influencers"). NOTE: This program does not include accessories or non-branded JennAir materials.

STEP 1: REVIEW INFLUENCER'S ORDER WITH JENNAIR MARKET MANAGER

- Once the sales representative and the influencer have selected the products to be included, the sales representative will notify the JennAir Market Manager for approval.
- All proposals must be preapproved by JennAir prior to an order being placed.

STEP 2: PROVIDE COMPLETED PO

- Once the request has been approved, provide the local JennAir Market Manager with a PO including "Model Home" in the comments section.

STEP 3: ORDER CONFIRMATION

- You will receive order confirmation from the JennAir Market Manager once they have placed the order.
- Discount will be provided to the customer off invoice; no claim back required.

SPIFF PROGRAM ELIGIBILITY

Sales under this program may be claimed under the applicable JennAir Spiff program.

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2020 JENNAIR PARADE HOME PROGRAM

FOR TRADE CUSTOMERS



SAVE UP TO 30%

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From January 1, 2020 to June 30, 2020 our trade customers can receive a 30% discount when purchasing products to be placed in parade/design homes. This program is intended for formal Parade of Home or Tour of Homes showcasing JennAir product. NOTE: This program does not include accessories or non-branded JennAir materials.

STEP 1: REVIEW YOUR INFLUENCER'S ORDER WITH YOUR JENNAIR MARKET MANAGER

- Once the sales representative and the builder influencer have selected the products to be included, the sales representative will notify the JennAir Market Manager for approval.
- All proposals must be preapproved by JennAir prior to an order being placed.

STEP 2: PROVIDE COMPLETED PO

- Once the request has been approved, provide the local JennAir Market Manager with a PO including "Parade Home" in the comments section.

STEP 3: ORDER CONFIRMATION

- You will receive order confirmation from the JennAir Market Manager once they have placed the order.
- Discount will be provided to the customer off invoice; no claim back required.

SPIFF PROGRAM ELIGIBILITY

Sales under this program may be claimed under the applicable JennAir Spiff program.

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2020 JENNAIR DIAMOND PROGRAM

FOR KITCHEN INFLUENCERS



SAVE UP TO 50%

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With this extraordinary discount, Designers, Builders, and other key kitchen influencers can purchase up to eight JennAir appliances and save up to 50% off the Manufacturer's Suggested Retail Price (MSRP) January 1, 2020 - June 30, 2020.

STEP 1: DISCUSS PROGRAM WITH YOUR JENNAIR MARKET MANAGER

- Contact your JennAir Market Manager to be approved for the program.
- To qualify, influencer must be actively designing, quoting, or otherwise recommending JennAir product in market.

STEP 2: INSIDE PASS LINK

- Once the request has been approved, your local JennAir Market Manager will send a link to the JennAir Inside Pass website.
- You must reset your password before logging in for the first time.

STEP 3: PLACE THE ORDER

- Upon logging into the Inside Pass website, the savings price will be reflected with each available model.
- Place an order for up to 8 appliances.
- An order confirmation with delivery details will be emailed once order is placed.
- Delivery and install will be completed directly by JennAir.

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Have questions? Contact your JennAir Market Manager



2020 JENNAIR CONNOISSEUR PROGRAM

FOR TRADE CUSTOMERS



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SAVE UP TO 30%

With this extraordinary Connoisseurs-only discount, Designers, Culinary Professionals, and other key kitchen influencers ("Influencers") can purchase up to eight JennAir appliances and save up to 30% off the Manufacturer's Suggested Retail Price (MSRP) January 1, 2020 - June 30, 2020. Dealer will save 30% of dealer cost off invoice.

STEP 1: REVIEW YOUR INFLUENCER'S ORDER WITH YOUR JENNAIR MARKET MANAGER

- Once you and the influencer have selected the products to be ordered, contact your JennAir Market Manager for approval.
- All proposals must be preapproved by JennAir prior to an order being placed.

STEP 2: PROVIDE COMPLETED PO

- Once the request has been approved, provide your local JennAir Market Manager with a PO including "Connoisseur" in the comments section.

STEP 3: ORDER CONFIRMATION

- You will receive order confirmation from your JennAir Market Manager once they have placed the order.
- Discount will be provided to the customer off invoice / no claim back required.

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