



## 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 July 1, 2020 – December 31, 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](http://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.



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## 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](mailto: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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