

EURO
FREESTANDING
PROMOTION

7/1/2020 - 9/30/2020



JENNAIR

PROMO DETAILS



= GET A FREE
JDTSS246GS
VALUED AT \$1,999



- Execute via NCP claim back process in HUB
- Margin opportunity is **29%** on overall package
- Offer valid 7/1 - 9/30 or while supplies last
- Cannot be combined with Compliments offer
- CAN BE combined with Premier Builder Program 10%

SUITE SELECTION

RANGE



JES1750FS
 JES1450FS
 JIS1450DS
 JDS1750FS
 JGS1450FS



REFRIGERATOR



JFC2290REM
 JFC2089BEM
 JFFCC72EFS



MHC



JMV8208CS
 JMV9196CS



FREE DISH



JDTSS246GS

Alternate Options... slide-in range + 2 major JennAir skus

If you have a client that wants a similar package, they can select from the following options:



Any two of these units:

MICROWAVE DRAWERS

- JMDFS24GS
- JMDFS30HL

MHCS

- JMV8208CS
- JMV9196CS

BUILT-IN / COUNTERTOP MICROWAVES

- JMC2427D
- JMC2430D
- JMC3415ES

VENTILATION

- | | |
|---------|---------|
| JVD0303 | JXI8936 |
| JVR0430 | JXU9130 |
| JVR0436 | JXU9136 |
| JXD7030 | JXW8530 |
| JXD7036 | JXW8536 |
| JXI8536 | JXW9030 |
| UVL5430 | JXW9036 |
| UVL6036 | JXW9048 |
| UVL6048 | |

REFRIGERATION

- JFC2290REM
- JFC2089BEM
- JFFCC72EFS



JDTSS246GS

- JES1750FS
- JES1450FS
- JIS1450DS
- JDS1750FS
- JGS1450FS

In summary, to qualify for the free dishwasher, the client has to have a slide-in range + 2 major JennAir skus on this slide.

ELECTRIC PACKAGE

GOOD

PLATFORM	MODEL	RECOMMENDED UMRP / MSRP
RANGE	JES1450FS	\$2,499
MHC	JMV8208CS	\$999
REFRIGERATOR	JFC2089BEM	\$2,699
DISH	JDTSS246GS	\$1,999
INSTANT REBATE		-\$1,999
CONSUMER PKG. PRICE		\$6,197

BETTER

PLATFORM	MODEL	RECOMMENDED UMRP / MSRP
RANGE	JES1450FS	\$2,499
MHC	JMV8208CS	\$999
REFRIGERATOR	JFC2290REM	\$3,599
DISH	JDTSS246GS	\$1,999
INSTANT REBATE		-\$1,999
CONSUMER PKG. PRICE		\$7,097

BEST

PLATFORM	MODEL	RECOMMENDED UMRP / MSRP
RANGE	JES1450FS	\$2,499
MHC	JMV8208CS	\$999
REFRIGERATOR	JFFCC72EFS	\$4,799
DISH	JDTSS246GS	\$1,999
INSTANT REBATE		-\$1,999
CONSUMER PKG. PRICE		\$8,297

**Denotes MSRP

UMRP is a unilaterally established minimum retail price for products provided to the trade customer. The dealer alone determines selling price. MSRP is manufacturer's suggested retail price. Dealer alone determines actual retail and advertised prices.

GAS PACKAGE

GOOD

PLATFORM	MODEL	RECOMMENDED UMRP / MSRP
RANGE	JGS1450FS	\$2,999
MHC	JMV8208CS	\$999
REFRIGERATOR	JFC2089BEM	\$2,699
DISH	JDTSS246GS	\$1,999
INSTANT REBATE		-\$1,999
CONSUMER PKG. PRICE		\$6,697

BETTER

PLATFORM	MODEL	RECOMMENDED UMRP / MSRP
RANGE	JGS1450FS	\$2,999
MHC	JMV8208CS	\$999
REFRIGERATOR	JFC2290REM	\$3,599
DISH	JDTSS246GS	\$1,999
INSTANT REBATE		-\$1,999
CONSUMER PKG. PRICE		\$7,597

BEST

PLATFORM	MODEL	RECOMMENDED UMRP / MSRP
RANGE	JGS1450FS	\$2,999
MHC	JMV8208CS	\$999
REFRIGERATOR	JFFCC72EFS	\$4,799
DISH	JDTSS246GS	\$1,999
INSTANT REBATE		-\$1,999
CONSUMER PKG. PRICE		\$8,797

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INDUCTION PACKAGE

GOOD

PLATFORM	MODEL	RECOMMENDED UMRP / MSRP
RANGE	JIS1450DS	\$3,299
MHC	JMV8208CS	\$999
REFRIGERATOR	JFC2089BEM	\$2,699
DISH	JDTSS246GS	\$1,999
INSTANT REBATE		-\$1,999
CONSUMER PKG. PRICE		\$6,997

BETTER

PLATFORM	MODEL	RECOMMENDED UMRP / MSRP
RANGE	JIS1450DS	\$3,299
MHC	JMV8208CS	\$999
REFRIGERATOR	JFC2290REM	\$3,599
DISH	JDTSS246GS	\$1,999
INSTANT REBATE		-\$1,999
CONSUMER PKG. PRICE		\$7,897

BEST

PLATFORM	MODEL	RECOMMENDED UMRP / MSRP
RANGE	JIS1450DS	\$3,299
MHC	JMV8208CS	\$999
REFRIGERATOR	JFFCC72EFS	\$4,799
DISH	JDTSS246GS	\$1,999
INSTANT REBATE		-\$1,999
CONSUMER PKG. PRICE		\$9,097

**Denotes MSRP

UMRP is a unilaterally established minimum retail price for products provided to the trade customer. The dealer alone determines selling price. MSRP is manufacturer's suggested retail price. Dealer alone determines actual retail and advertised prices.

SELLING FEATURES

DISH

JDTSS246GS

- 38 dBA
- 3rd Level Rack
- Roller Glide Rails
- WiFi Connected
- Fan Dry
- 1-Hour Wash
- LED Interior Light
- Sanitize Cycle
- Tall Bottle Wash System

SELLING FEATURES

OTRs

JMV8208CS



- 1,000-Watt Power Output
- Perimetric Venting
- Integrated Pocket Handle
- 2.0 cu. ft. capacity
- 3-Stage Memory Cooking
- 400 CFM Rating
- Stainless Steel Interior

JMV9196CS



- **Convection & Microwave Combination Cooking**
- **4-Stage Memory Cooking**
- **1,500-Watt Convection Element/Fan**
- 1,000-Watt Power Output
- Perimetric Venting
- Integrated Pocket Handle
- 400 CFM Rating
- Stainless Steel Interior
- 1.9 cu. ft. capacity

SELLING FEATURES

REFRIGERATION

JFFCC72EFS

- 72" High Counter Depth
- 23.8 cu ft
- Obsidian Interior
- WiFi Connectivity
- Variable Capacity Compressor
- Dual Evaporators
- Glide-out Freezer Drawer

JFC2290REM

- 72" High Counter Depth
- 21.9 cu ft
- TriSensor Electronic Climate Control
- Glide-out Freezer Drawer with SmoothClose™
- Internal Water Dispenser

JFC2089BEM

- 69" High Counter Depth
- 20 cu ft
- TriSensor Electric Climate Control
- Glide-out Freezer Drawer with SmoothClose™
- Internal Water Dispenser

SELLING FEATURES

DOWNDRAFT RANGES

JESI750FS



- Electric Downdraft
- Downdraft Ventilation
- Dual Zone Element
- True Convection
- Telescoping Glide Rack
- Aqualift® Self-Cleaning Technology

JDSI750FS



- Dual Fuel Downdraft
- Downdraft Ventilation
- Duct-Free Filter Kit
- Brass Burners
- DuraFinish™ Protection
- 17,000-BTU Burner
- True Convection
- Telescoping Glide Rack

SELLING FEATURES

SLIDE-IN RANGES

JIS1450DS



- Induction
- Baking Drawer
- 7.1 cu ft
- True Convection
- Telescoping Glide Rack
- Sensor Boil
- Melt Function

JGS1450FS



- DuraFinish™ Protection
- 19,000-BTU Dual-Stacked PowerBurner
- Baking Drawer
- True Convection
- Telescoping Glide Rack
- Brass Burners

JES1450FS



- Electric
- Triple-Choice™ Element
- Baking Drawer
- 7.1 cu ft
- True Convection
- Telescoping Glide Rack

EXECUTION DETAILS

How does the consumer receive “free” dishwasher?

- When the client purchases a qualifying freestanding package the additional unit they receive is the JDTSS246GS
- The consumer will receive an instant invoice credit for \$1999 (current MSRP) when you use the instant rebate code on your invoice

How does this work?

- You will apply instant rebate on consumer invoice
- Via current claim back process you will receive \$957 (vs \$700 on standard Compliments execution) for rebate tier

What is the margin opportunity?

- Total package margin opportunity: 29%

PROMO HIGHLIGHTS

Easy Execution

- NO CHANGE in how to claim vs. NCP today

Pricing Promotion will run for the full quarter

- Program cycle dates July 1 - September 30, 2020
- Package has to be ordered by 9/30 to qualify

Can be combined with Premier Builder/Designer 10% off UMRP

- Valid Premier Partner/Premier Builder Number must be on invoice to be in UMRP compliance