

ESSENTIAL LUXURY

Suite under \$10K



SPIRIT OF PROGRAM:

Improve JennAir DRAW with “duress” package starting under \$10K

Gain incremental sales due to competitive package price

ESSENTIAL LUXURY

Suite under \$10K



Consumer Invoice: **\$9,999**

Includes **15% off Curate**

Includes **\$835** Manufacturer sponsored **rebate***

*100% sponsored by JennAir via HUB claimback

Available to **all JennAir** trade partners

Recommended Flooring:

4 Piece Suite Vignette

Floor all skus together

Qualifying models: All dish, all refer, all
pro ranges, all hoods

Essential Luxury Suite - 4 Piece Suite under \$10K



MODEL	UMRP
JFFCF72DKL	4,399
JGRP430HL	5,099
JDPSG244PS	1,449
JXU9130HP	1,799
Subtotal	12,746
LESS: CURATE	(\$1,911)
Final Price	10,834
Manufacturer Rebate	(\$835)
FINAL PRICE <small>(to consumer)</small>	\$9,999

Essential Luxury Suite - Invoice Example

CONSUMER VIEW

MODEL	UMRP
JFFCF72DKL	4,399
JGRP430HL	5,099
JDPSG244PS	1,449
JXU9130HP	1,799
Subtotal	12,746
15% off CURATE	-\$1,912
Final Price	10,834
Essential Luxury Rebate	-\$835
FINAL	\$9,999

TRADE PARTNER VIEW

Price Sheet	Trade Margin
3,167	28%
3,671	28%
1,043	28%
1,295	28%
9,176	28%
-\$1,377	trade receives 72% of CURATE Rebate (no change to program)
7,799	28%
-\$835	trade receives 100% of ESSENTIAL LUXURY Rebate (new program)
\$6,964	30%

Essential Luxury Suite - The Finer Details

- **Starts March 1, 2025**
 - Runs through Dec 31, 2025
- **Claim just like CURATE**
 - Instant for Consumer, Claim back for Trade
 - Via Hub / 360 Incentives
 - Do not need serial numbers, no need to wait for delivery to claim ← Different that SPIFFS
 - List \$835 manufacturer sponsored rebate on invoice, avoids UMRP violation
 - Example: “Manufacturer Rebate”
 - Example: “Essential Luxury Rebate”
 - Example: “JennAir Rebate”
 - 100% Paid back on HUB (100% Manufacturer sponsored) ← Different that Curate
- **Curate eligible, Premier Influencers/Builder NOT eligible**
 - Highest UMRP discount per suite: **15% + \$835**

Essential Luxury Suite - Qualifying Models

- **Upgrades eligible**

- No increase to rebate if upgrade selected
- Highest UMRP discount per suite: **15% + \$835**
- **Qualified models:**
 - All Dish
 - All Refrigeration
 - All Pro Ranges
 - All Hoods

- **Program Letter** - Coming Soon

- **Marketing Material** - Coming Soon



[Link to qualified models](#)

Qualifying Models

Must pick 1 from each category to qualify for a \$835 Install & Delivery Rebate

1 REFER	2 HOOD	3 RANGE	4 DISH
JFFC72EHL	JXU0130HP	JDRP430HL	JDPSSG244PS
JFFC72DKL	JXU0130HP	JDRP430HM	JDPSS244PL
JFFC72DKM	JVR0430HS	JDRP436HL	JDPSS244PM
JBRFL24IGX	JVR0436HS	JDRP436HM	JDT3924SL
JBRFL30IGX	JVI0636LS	JDRP536HL	JDT3924SM
JBRFL36IGX	JVW0330LS	JDRP536HM	JDT3924SP
JBRFR24IGX	JVW0630LS	JDRP548HL	JDAF3924RX
JBRFR30IGX	JVW0636LS	JDRP548HM	JDAF5924RL
JBRFR36IGX	JXD7030YS	JDRP636HL	JDAF5924RM
JBZFL18IGX	JXD7036YS	JDRP636HM	JDAF5924RX
JBZFL24IGX	JXI0536HS	JDRP648HL	
JBZFL30IGX	JXL6536HSS	JDRP648HM	
JBZFR18IGX	JXW8530HS	JDRP748HL	
JBZFR24IGX	JXW8536HS	JDRP748HM	
JBZFR30IGX	JXW9030HP	JDSP536HL	
JB36NXFXLE	JXW9036HP	JDSP536HM	
JB36NXFXRE	JXW9048HP	JDSP548HL	
JBBFL30NMX		JDSP548HM	
JBBFR30NMX		JGRP430HL	
JBBFX22NMX		JGRP430HM	
JBRFSR30RX		JGRP436HL	
JBSFS42NMX		JGRP436HM	
JBSFS48NMX		JGRP536HL	
JBSS42E22L		JGRP536HM	
JBSS48E22L		JGRP548HL	
JF36NXFXDE		JGRP548HM	
JF42NXFXDE		JGRP636HL	
		JGRP636HM	
		JGRP648HL	
		JGRP648HM	
		JGRP748HL	
		JGRP748HM	
		JPIFC730RL	
		JPIFC730RM	
		JPIFC736RL	
		JPIFC736RM	
		JPIGC748RL	
		JPIGC748RM	