

2024 Hardware Dealer Guide

Q3 Focus

Brand Recognition

Kitchen Suites

New 3 Series Freestanding Ranges

Changes to Price Sheet models



IN CONSTANT PURSUIT OF IMPROVING LIFE AT HOME



Whirlpool
CORPORATION

Get back to the brands people recognize

AMANA®

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1 vendor. 3 national brands. Simple.

Whirlpool Corporation has been building appliances
for over one hundred years.
It's what we do.

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Hardware Channel Strategies for Success



- **Recognized/working towards being recognized as destination for appliances**
 - Maintain a minimum of 12 floor displays
 - Designated person in charge of appliances (Proficient using Whirlpool Portal)
 - Utilizes ad co-op funds for marketing
 - Not recognized as a price match dealer
- **Has or working towards >\$80,000 in annual sales**
 - \$80K = 175 annual units, 14 units a month
- **Primary Customer is end user, “Take With”**
 - Duress purchase inventory – need a refrigerator or laundry pair now
 - Maintain 6 -12 pieces of inventory
 - Will help compete with online business and availability challenges
- **“Sells to” quarterly hardware price sheet models**
 - Potential for largest margin opportunity when competing with current market retailers
 - Have the best, consistent availability

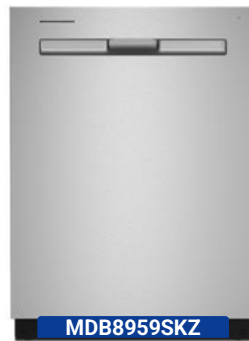
Whirlpool Kitchen Suite Suggestions



| BRAND | MODEL | DESCRIPTION | Q3 MAP | Q3 HARDWARE PRICE |
|---------------------------------------|------------|--|--------------------|-------------------|
| Whirlpool | WRS321SDHZ | 21 CU FT, 33 INCH WIDTH, SXS, LED LIGHTING, DUAL PAD DISPENSER, CAN CADDY, AFP STAINLESS | \$1,699 | \$1,095 |
| Whirlpool | WFES3330RZ | Bake, Broil, Two Flexheat dual radiant elements, flexible cooktop, Steam clean | \$1,069 | \$653 |
| Whirlpool | WMH31017HZ | 1.7 CU FT, 1000 WATTS, 2-PIECE FRONT, STOPPABLE SUNKEN TURNTABLE, HIDDEN VENT, 2-SPEED/220 CFM FAN | \$419 | \$295 |
| Whirlpool | WDT540HAMZ | 55 DBA Quiet dishwasher, SS interior door, dark grey tub), nylon coated racks, extended dry option, heat dry option, triple filtration system, towel | \$679 | \$432 |
| Whirlpool Stainless Steel Pack | | | Suite Price | \$3,866 |
| | | | | \$2,475 |

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Maytag Kitchen Suite Suggestions



| BRAND | MODEL | DESCRIPTION | Q3 MAP | Q3 HARDWARE PRICE |
|--------------------------------------|------------|---|--------------------|-------------------|
| Maytag | MF12570FEZ | 25 CU FT, 36" WIDTH, EXT ICE & WATER FRENCH DOOR, LED, HIDDEN HINGES, CAPACITIVE TOUCH CONTROLS, ADA HEIGHT & | \$2,799 | \$1,700 |
| Maytag | MER8800FZ | 6.4 CU FT, ANTI-FINGERPRINT, AQUALIFT, TRUE CONVECT, STORAGE DRAWER GLIDES, 10", 9/6", 2-8" BRIDGE, WZ, SS HANDLE | \$1,349 | \$800 |
| Maytag | MMM6030PZ | 1.1 CU FT FLUSH BUILT IN MOCROWAVE TURNTABLE FREE DESIGN NON STICK INTERIOR COATING, STEAM CLEAN | \$549 | \$315 |
| Maytag | MDB8959SKZ | 3RD LEVEL RACK, 5 CYCLES, 5 OPTIONS, FID, DUAL POWER FILTRATION,, PREMIUM RAILS, SS TUB, SS WASH ARMS, 47 DBA | \$999 | \$615 |
| Maytag Stainless Steel Packag | | | Suite Price | \$5,696 |
| | | | | \$3,430 |



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Maytag Kitchen Suite Suggestions



| BRAND | MODEL | DESCRIPTION | Q3 MAP | Q3 HARDWARE PRICE |
|---------------------------------------|------------|---|--------------------|-------------------|
| Maytag | MRSF4036PZ | 25 CU FT 36" WIDE SXS METAL SHELF GREY ACCENTS, EXTERNAL WATER & ICE DISPNSER | \$1,699 | \$1,125 |
| Maytag | MDTS4224PZ | Adjustable upper rack, heated dry with fan, 3 level water filtration Hybrid, interior stainless door with slate tub | \$779 | \$460 |
| Maytag | MER6600FZ | 5.0 CU FT, ANTI-FINGERPRINT, PYRO SELF CLEAN, 10 YR WARRANTY, 2-15K, 9.5K, 5K, CONTINUOUS LOCKING GRATES, | \$1,149 | \$700 |
| Maytag | MMMS4230PZ | 1.7 CU FT OVER THE RANGE MICROWAVE FINGERPRINT RESISTANT STAINLES STEEL | \$399 | \$200 |
| Maytag Stainless Steel Package | | | Suite Price | \$4,026 |
| | | | | \$2,485 |

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New Whirlpool 3 Series Free Standing Ranges



3 Series Freestanding Electric Ranges product Overview



| MODEL | WFES3030RS | WFES3330RS | WFES3530RS |
|--------------------|--|--|--|
| MAP | \$899/\$949 | \$969/\$1019 \$1069/\$1119 | \$969/\$1019 |
| Color(s) | W/B, S | W/B, S, Z, V | W/B, S |
| Burners / Capacity | 4 / 4.8 cf | 5 / 5.3 cf | 4 / 5.3 cf |
| Cleaning | Standard Clean | +Steam Clean | +Self Clean |
| Convection | N/A | N/A | N/A |
| Key Features | <ul style="list-style-type: none"> * No Preheat Mode * Bake * Broil * Two FlexHeat™ Dual Radiant Elements * Flexible Cooktop | <ul style="list-style-type: none"> * No Preheat Mode * Bake * Broil * Two FlexHeat™ Dual Radiant Elements * Flexible Cooktop | <ul style="list-style-type: none"> * No Preheat Mode * Bake * Broil * Two FlexHeat™ Dual Radiant Elements * Flexible Cooktop |

WFE525S0J models in Gas and Electric will be phased out in Q3

Q3 price sheet modification explanations



Saleslink & Whirlpool modified the Q3 price sheet by reviewing...

- Purchase history
 - Obsolete dates
 - New transition models
 - Market retails
 - Inventory levels
-
- Deleted items are either obsolete, going obsolete, or have slow sales history
 - Reduced priced items will help with margin opportunity as items have been heavily promoted.
 - New items have inventory level improvements or are new models.

Select models deleted from Q3 Price Sheets



| MODEL | DESC | Comments |
|------------|--|------------|
| WTW6157PW | 5.3 CU.FT. TL WASHER, 2IN1 AGI | Remove SPA |
| WED6150PV | 7.0 CU.FT. ELECTRIC DRYER | Remove SPA |
| WGD6150PW | 7.0 CU.FT. GAS DRYER | Remove SPA |
| WFW5605MW | 27" FL WASHER | Remove SPA |
| WED5605MV | 27" FL Dryer | Remove SPA |
| WGD5605MW | 27" FL DRYER | Remove SPA |
| MMW5035MV | 4.5 SOLID AGI | Remove SPA |
| MED5030MV | 7.0 WOD CLASSIC SIDE SWING - ELEC | Remove SPA |
| MGD5030MV | 7.0 WOD CLASSIC SIDE SWING - GAS | Remove SPA |
| MMW5430MV | 4.8 GLASS IMP | Remove SPA |
| MED5430MV | 7.0 WOD NEW SIDE SWING BIG DOOR W/STEAM | Remove SPA |
| MGD5430MV | 7.0 WOD NEW SIDE SWING BIG DOOR W/STEAM | Remove SPA |
| MMW6500MV | 4.7 CU.FT. TL W PET FILTER | Remove SPA |
| MED6500MV | 7.0 WOD PETS - SIDE SWING DOOR W/STEAM | Remove SPA |
| MGD6500MV | 7.0 WOD PETS - SIDE SWING DOOR W/STEAM | Remove SPA |
| WRT318FMD | 18 CU FT, STD ENERGY/GLASS RC, SEMI-SMOOTH OR SMOOTH FLAT DOOR, FACTORY INSTA | Remove SPA |
| WRT318FMDM | 18 CU FT, STD ENERGY/GLASS RC, SEMI-SMOOTH OR SMOOTH FLAT DOOR, FACTORY INSTA | Remove SPA |
| WRT318FMDW | 18 CU FT, STD ENERGY/GLASS RC, SEMI-SMOOTH OR SMOOTH FLAT DOOR, FACTORY INSTA | Remove SPA |
| WRS315SDHM | 25 CU FT, 36 INCH WIDTH, LED LIGHTING, DUAL PAD DISPENSER, ELECTRONIC CONTROLS | Remove SPA |
| WRS315SDHW | 25 CU FT, 36 INCH WIDTH, LED LIGHTING, DUAL PAD DISPENSER, ELECTRONIC CONTROLS | Remove SPA |
| WRS571CIHZ | 21 CU FT, COUNTERDEPTH, LED, DISPENSE WITH IDI | Remove SPA |
| WZC3209LW | 9 Cu. Ft. Convertible Freezer to Refrigerator with Baskets | Remove SPA |
| WZC5216LW | CHEST FRZ, 16 CU FT | Remove SPA |
| WFG505MOMW | 30" NON-PYRO GAS RANGE | Remove SPA |
| WFG505MOMB | 30" NON-PYRO GAS RANGE | Remove SPA |
| WFG505MOMS | 30" NON-PYRO GAS RANGE | Remove SPA |
| WFE525S0JB | 5.3 CU FT FREESTANDING ELECTRIC RANGE WITH FROZEN BAKE TM TECHNOLOGY | Remove SPA |
| WFE525S0JS | 5.3 CU FT FREESTANDING ELECTRIC RANGE WITH FROZEN BAKE TM TECHNOLOGY | Remove SPA |
| WFE525S0JV | 5.3 CU FT FREESTANDING ELECTRIC RANGE WITH FROZEN BAKE TM TECHNOLOGY | Remove SPA |
| WFE525S0JW | 5.3 CU FT FREESTANDING ELECTRIC RANGE WITH FROZEN BAKE TM TECHNOLOGY | Remove SPA |
| WFE525S0JZ | 5.3 CU FT FREESTANDING ELECTRIC RANGE WITH FROZEN BAKE TM TECHNOLOGY | Remove SPA |
| WFG525S0JB | 5.0 CU FT FREESTANDING GAS RANGE WITH CENTER OVAL BURNER | Remove SPA |
| WFG525S0JS | 5.0 CU FT FREESTANDING GAS RANGE WITH CENTER OVAL BURNER | Remove SPA |
| WFG525S0JV | 5.0 CU FT FREESTANDING GAS RANGE WITH CENTER OVAL BURNER | Remove SPA |
| WFG525S0JW | 5.0 CU FT FREESTANDING GAS RANGE WITH CENTER OVAL BURNER | Remove SPA |
| WFG525S0JZ | 5.0 CU FT FREESTANDING GAS RANGE WITH CENTER OVAL BURNER | Remove SPA |
| WFG550S0LB | 30" GAS STOP SELF CLN AIRFRY | Remove SPA |
| KODE500ESS | 30" Double Wall Oven with Even-Heat™ True Convection | Remove SPA |
| MMV5227JZ | Over-the-Range Microwave with Dual Crisp feature - 1.9 cu. ft. | Remove SPA |
| WML75011HB | LOW-PROFILE MHC; 10" HEIGHT, 1.1 CU FT, 1000W, SENSOR, CLEAN RELEASE, 400 CFM, HID | Remove SPA |
| WML75011HW | LOW-PROFILE MHC; 10" HEIGHT, 1.1 CU FT, 1000W, SENSOR, CLEAN RELEASE, 400 CFM, HID | Remove SPA |
| WML75011HV | LOW-PROFILE MHC; 10" HEIGHT, 1.1 CU FT, 1000W, SENSOR, CLEAN RELEASE, 400 CFM, HID | Remove SPA |

Changes to models on Q3 Price Sheets



| MODEL | DESC | Q3 2024 PREF PRICE SHEET | Q2 Savings | Q3 Savings | Q3 Invoice | Comments |
|------------|---|--------------------------|------------|------------|------------|----------------|
| WRT311FZDB | 21 CU FT, STD ENERGY/GLASS RC; SEMI SMOOTH OR SMOOTH FLAT DOOR; EZ ICE CONNECT | \$857 | \$207 | \$232 | \$625 | Improved Price |
| WRT311FZDW | 21 CU FT, STD ENERGY/GLASS RC; SEMI SMOOTH OR SMOOTH FLAT DOOR; EZ ICE CONNECT | \$857 | \$207 | \$232 | \$625 | Improved Price |
| WRT311FZDM | 21 CU FT, STD ENERGY/GLASS RC; SEMI SMOOTH OR SMOOTH FLAT DOOR; EZ ICE CONNECT | \$935 | \$255 | \$285 | \$650 | Improved Price |
| WRQA59CNKZ | 19.2 cu. ft. Counter Depth Four door refrigerator with automatic ice maker in freezer and anti-fingerprint stainless steel | \$1,949 | \$319 | \$599 | \$1,350 | Improved Price |
| MFI2570FEZ | 25 CU FT, 36" WIDTH, EXT ICE & WATER FRENCH DOOR, LED, HIDDEN HINGES, CAPACITIVE TOUCH CONTROLS, ADA HEIGHT & SIDE REACH COMPLIANT | \$2,007 | \$187 | \$307 | \$1,700 | Improved Price |
| WMH31017HZ | 1.7 CU FT, 1000 WATTS, 2-PIECE FRONT, STOPPABLE SUNKEN TURNTABLE, 10 CKG PWR CNTRLS, HIDDEN VENT, 2-SPEED/220 CFM FAN, NEW HANDLE, BLUE DISPLAY | \$344 | \$69 | \$119 | \$225 | Improved Price |
| MMMS4230PZ | TINTED MAYTAG LOW COST | \$319 | \$44 | \$119 | \$200 | Improved Price |
| MVWP585GW | Commercial-Grade Residential Agitator Washer - 3.5 cu. ft. | \$724 | - | \$49 | \$675 | New Additions |
| MRFF4236RZ | 25 CU FT. INTERNAL WATER FDBM | \$1,874 | - | \$474 | \$1,400 | New Additions |
| AZC5216LW | CHEST FRZ, 16 CU FT | \$557 | - | \$57 | \$500 | New Additions |
| MZC5216LW | AHEST FRZ, 16 CU FT | \$803 | - | \$93 | \$710 | New Additions |
| MZF34X16DW | 16 CU FT, FROST FREE, REVERSIBLE DOOR, 40W INTERIOR LIGHT | \$902 | - | \$192 | \$710 | New Additions |
| WFES3330RS | WHR 30" RC E TWO DUAL STEAM | \$794 | - | \$196 | \$598 | New Additions |
| MMM6030PZ | MAYTAG FLUSH-TO-CAB OVER-THE-RANGE MICRO | \$423 | - | \$108 | \$315 | New Additions |
| WRB322DMBM | E-STAR, 22 CU FT, FACTORY INSTALLED ICE MAKER, FREEZER LIGHT, ELEC CONTROLS, REVERSIBLE DOOR, DRAWER FREEZER DOOR, LED LIGHT | \$1,599 | - | \$250 | \$1,349 | New Additions |

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Newest Maytag Models



MRFF4236RZ - \$1400

- 25 cu ft 36" wide French Door
- Interior water dispenser
- Max cool

