

2024 Hardware Dealer Guide

Q4 Focus

Balance of Floor – Core Destination Assortment

Duress Purchase – Back Stock

“Sell To”/Stock Hardware Price Sheet Models

Range, French Door Bottom Mount Transitions

Stock the brands people recognize

AMANA®

Whirlpool®

MAYTAG®

Whirlpool Corporation has been building appliances for **over one hundred years.**

It's what we do.



Balance of Floor & Sell To Models



13 Piece Core Destination Assortment

Core Hardware Assortment

Minimum floor display for dealer to be instantly recognized as a destination for appliances

Expanded Hardware Models

Where space permits, increase floor models to display step up models within each category

Full Hardware Price Sheet

Work to “sell to”/stock these models to realize best margin opportunities.

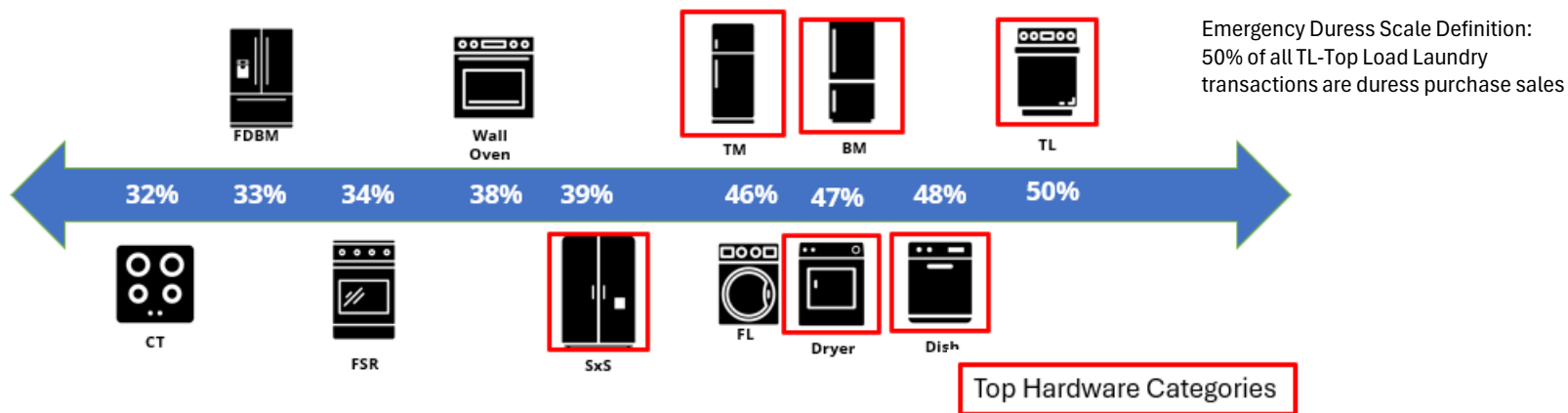
<p>\$440 \$440</p> <p>WTW4957PW WED4950HW* 3.8 Agitator/3.9 Impeller 7.0 cu ft 2 in 1 removeable agitator Hamper Door Stainlees Steel Tub</p>	<p>\$455 \$455</p> <p>MVW4505MW MED4500MW* 4.5 Agitator 7.0 cu ft Multiple Deep Fill levels 10yr limited warranty</p>	<p>\$500 \$500</p> <p>WTW5057LW WED5050LW* 4.7 Agitator/4.8 Impeller Steam 2 in 1 removeable agitator Swing door Slow close glass lid</p>			
<p>\$675 \$675</p> <p>MVW6230RHW ME/GD6230RHW* 4.7 agitator HE Sensor Dry Extra Power Button Extra Power Button Slow close glass lid Steam Sheltered Model Sheltered Model</p>	<p>\$580/\$650</p> <p>WRT318FZDW-White 18 cu ft Top Mount, Glass Shelves, Flex bin WRT318FZDM-Stainless</p>	<p>\$1030</p> <p>WRS321SDHZ 36-inch Wide French Door Refrigerator - 25 cu. ft. External Ice & Water</p>	<p>\$220</p> <p>WMH3101HZ 1.7 cu. ft. Microwave 2 speed, 300CFM vent fan</p>	<p>\$598</p> <p>WFES3530RS 5.3 cu. ft. electric range Self Clean</p>	<p>\$405</p> <p>WDP560HAMZ dark grey plastic tub, SS dr Top controls Cup handle</p>
<p>5 Year Parts and Labor Warranty</p>		<p>Confidential – Pricing is Hardware Channel Only & subject to dealer meeting Whirlpool Hardware Program requirements. Sharing confidential pricing can lead to dealer account deactivation by Whirlpool Corporation.</p>			

*Gas dryers extra, see price sheet for current pricing

Core back stock inventory advantages

- Cater to duress purchase customers
- Helps compete with online special-order purchases
- Better margin opportunities with core hardware items which in most cases are duress items

Emergency Duress Scale



Opportunity to focus approach by platform & availability drives duress

Whirlpool 3 Series Free Standing Range Transition



3 Series Freestanding Electric Ranges product Overview

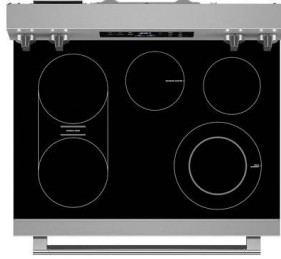


Core Destination Models		Expanded Hardware Sell To models			
BRAND	MODEL	REPLACES	DESCRIPTION	Q4 MAP	Q4 HARDWARE PRICE
Whirlpool	WFES3030RW	WFE525SOJW	Bake, Broil, Two Flexheat dual radiant elements, flexible cooktop, No preheat mode, Standard Clean , White	\$899	\$552
Whirlpool	WFES3030RB	WFE525SOJB	Bake, Broil, Two Flexheat dual radiant elements, flexible cooktop, No preheat mode, Standard Clean , Black	\$899	\$552
Whirlpool	WFES3530RW	WFE525SOJW	Electric Range, Bake, Broil, Two Flexheat dual radiant elements, flexible cooktop, No preheat mode, Self clean , White	\$969	\$598
Whirlpool	WFES3530RS	WFE525SOJS	Electric Range, Bake, Broil, Two Flexheat dual radiant elements, flexible cooktop, No preheat mode, Self clean , stainless steel (Move WFES3030RS sales to this model)	\$1,019	\$598
Whirlpool	WFES3530RB	WFE525SOJB	Electric range, Bake, Broil, Two Flexheat dual radiant elements, flexible cooktop, No preheat mode, Self clean , Black	\$969	\$598
Whirlpool	WFGS3530RW	WFG525SOJW	Gas Range, Bake, Broil, Two Flexheat dual radiant elements, flexible cooktop, No preheat mode, Self clean , White	\$1,069	\$717
Whirlpool	WFGS3530RS	WFG525SOJS	Gas Range, Bake, Broil, Two Flexheat dual radiant elements, flexible cooktop, No preheat mode, Self clean , stainless steel	\$1,119	\$745
Whirlpool	WFGS3530RB	WFG525SOJB	Gas Range, Bake, Broil, Two Flexheat dual radiant elements, flexible cooktop, No preheat mode, Self clean , Black	\$1,069	\$717
Whirlpool	WFES3330RV		Bake, Broil, Two Flexheat dual radiant elements, flexible cooktop, No preheat mode, Steam clean , Black Stainless	\$1,119	\$656
Whirlpool	WFES3330RZ		Bake, Broil, Two Flexheat dual radiant elements, flexible cooktop, No preheat mode, Steam clean , Finger Print Resistant Stainless Steel (Move WFES3330RS to this model)	\$1,069	\$653

Maytag Range Transitions



MFE6030RZ



MFE8030RZ

Core Destination Models		Expanded Hardware Sell To models		
BRAND	MODEL	DESCRIPTION	Q4 MAP	Q4 HARDWARE PRICE
Maytag	MFE6030RW	5.3 CU FT ELEC, AIR FRY & AIR BAKE, HIGH TEMP SELF CELAN, CONVECTION, 9/16" DUAL ELEMENT, GRIDDEL ZONE, WARMONG CENTER, EDGE TO EDGE CERMANIC COOK TOP, HIODDEN BAKE ELEMENT, STORGAE DRAWER, WHITE	\$1,099	\$725
Maytag	MFE6030RB	5.3 CU FT ELEC, AIR FRY & AIR BAKE, HIGH TEMP SELF CELAN, CONVECTION, 9/16" DUAL ELEMENT, GRIDDEL ZONE, WARMONG CENTER, EDGE TO EDGE CERMANIC COOK TOP, HIODDEN BAKE ELEMENT, STORGAE DRAWER, BLACK	\$1,099	\$725
Maytag	MFE6030RZ	5.3 CU FT ELEC, AIR FRY & AIR BAKE, HIGH TEMP SELF CELAN, CONVECTION, 9/16" DUAL ELEMENT, GRIDDEL ZONE, WARMONG CENTER, EDGE TO EDGE CERMANIC COOK TOP, HIODDEN BAKE ELEMENT, STORGAE DRAWER, FINGER PRINT RESISTENT STAINLESS STEEEL,	\$1,149	\$700
Maytag	MFGS6030RW	5.3 CU FT GAS, AIR FRY & AIR BAKE, HIGH TEMP SELF CELAN, CONVECTION, POWER & SIMMER BURNERS, EDGE TO EDGE DISHWASHER SAFE CAST IRON GRATES, HIODDEN BAKE ELEMENT, STORGAE DRAWER, WHITE	\$1,199	\$730
Maytag	MFGS6030RB	5.3 CU FT GAS, AIR FRY & AIR BAKE, HIGH TEMP SELF CELAN, CONVECTION, POWER & SIMMER BURNERS, EDGE TO EDGE DISHWASHER SAFE CAST IRON GRATES, HIODDEN BAKE ELEMENT, STORGAE DRAWER, BLACK	\$1,199	\$730
Maytag	MFGS6030RZ	5.3 CU FT GAS, AIR FRY & AIR BAKE, HIGH TEMP SELF CELAN, CONVECTION, POWER & SIMMER BURNERS, EDGE TO EDGE DISHWASHER SAFE CAST IRON GRATES, HIODDEN BAKE ELEMENT, STORGAE DRAWER, FINGER PRINT RESISTANT STAINLESS	\$1,249	\$750
Maytag	MFE8030RZ	5.3 CU FT ELEC AIR POWERED CYCLES (AIR BAKE,AIR ROAST,AIR BROIL, AIR REHEAT) REVERSIBLECAST IRON GRILL/GRIDDLE FOR COOKTOOP AND OVEN, DUAL MAX ELEMENT, GRIDDLE ZONE,WARMIONG CENTER, EDGE TO EDGE CERAMIC GLASS COOKTOP SMART APPLIANCE, STEAM AND HIGH HEAT CLEAN,HIDDEN BAKE ELEMENT, FPR STAINLESS STEEL	\$1,399	\$800
Maytag	MFGS8030RZ	5.3 CU FTG AS AIR POWERED CYCLES (AIR BAKE,AIR ROAST,AIR BROIL, AIR REHEAT) REVERSIBLECAST IRON GRILL/GRIDDLE FOR COOKTOOP AND OVEN, POWER BURNER, OVAL BURNER, SIMMER BURNER, EDGE TO EDGE DISHWASHER SAFE CAST IRON GRATES, SMART APPLIANCE, STEAM AND HIGH HEAT CLEAN,HIDDEN BAKE ELEMENT, FPR STAINLESS STEEL	\$1,499	\$960

Whirlpool French Door Bottom Mount Transitions



WRFF3236RZ



WRFF767DHZ



WRFF3436RV

Core Destination Models		Expanded Hardware Sell To models		
BRAND	MODEL	DESCRIPTION	Q4 MAP	Q4 HARDWARE PRICE
Whirlpool	WRFF3236RZ	E-STAR 25.2 CU FT 36"W FRENCH DOOR BOTTOM MOUNT, INTERIOR WATER DISPENSER, ELEVATED DELI DRAWER, FULL DEPTH, FINGER PRINT RESISTANT STAINLESS STEEL	\$2,399	\$1,800
Whirlpool	WRFF3236RW	E-STAR 25.2 CU FT 36"W FRENCH DOOR BOTTOM MOUNT, INTERIOR WATER DISPENSER, ELEVATED DELI DRAWER, FULL DEPTH, FINGER PRINT RESISTANT STAINLESS STEEL	\$2,399	\$1,800
Whirlpool	WRFF3236RB	E-STAR 25.2 CU FT 36"W FRENCH DOOR BOTTOM MOUNT, INTERIOR WATER DISPENSER, ELEVATED DELI DRAWER, FULL DEPTH, FINGER PRINT RESISTANT STAINLESS STEEL	\$2,399	\$1,800
Whirlpool	WRFF767SDHZ	E-STAR 27 CU FT, 36" W, FRENCH DOOR BOTTOM MOUNT, EXTERNAL ICE & WATER DISPENSER, IN DOOR ICE STORAGE, DUAL ICE MAKER, PIZZA POCKET, FINGER PRINT RESISTANT STAINLESS	\$3,299	\$2,394
Whirlpool	WRFF3436RZ	E-STAR 25.2 CU FT 36"W FRENCH DOOR BOTTOM MOUNT, EXTERNAL 3.7LB ICE MAKER & MEASURED FILL WATER DISPENSER, ELEVATED DELI DRAWER, FULL DEPTH, FINGER PRINT RESISTANT STAINLESS STEEL	\$2,699	\$2,024
Whirlpool	WRFF3436RV	E-STAR 25.2 CU FT 36"W FRENCH DOOR BOTTOM MOUNT, EXTERNAL 3.7LB ICE MAKER & MEASURED FILL WATER DISPENSER, ELEVATED DELI DRAWER, FULL DEPTH, PRINT RESISTANT BLACK STAINLESS STEEL	\$2,799	\$2,079