

Valued Whirlpool Dealer,

Whirlpool is offering a new Showroom Program, which your store is eligible for in 2025. The program offers a discount on qualifying kitchen suite sales, offering additional margin opportunities and/or additional savings to your customer. Whirlpool will issue a 7% credit on your dealer cost, as a trailing credit, once you submit your claim.

To qualify for the Showroom Program discount, the sale to your customer must meet the following criteria:

1. Suite must be Whirlpool, Maytag, or KitchenAid brands (Amana does not qualify)
2. Retail sale must be a minimum of \$4,200
3. Suite must include at least 4 different active (not discontinued) models
4. All models must be sold on one sales receipt

To claim your qualifying sale for credit, you will need to send a completed claim form (attached) and copy of the sales receipt to [whirlpool@saleslinkco.com](mailto:whirlpool@saleslinkco.com). Claim form should not be submitted until all units have been delivered to your store. Claims must be submitted within 30 days of sale to customer (unless unit is back ordered, then it would be 30 days within delivery to your store).

Please contact [whirlpool@saleslinkco.com](mailto:whirlpool@saleslinkco.com) or your local Saleslink representative with any questions.