

# 2025 Hardware Dealer Guide

## Q3 Focus

Top Selling Ranges

Laundry Transitions

Core & Expanded Hardware Price sheet models



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



# NEW Whirlpool Hardware Dealer Site



As a Whirlpool dealer, staying informed and up-to-date on the latest products, services, and innovations is key to maximizing your success. By learning more about Whirlpool's evolving product lines, exclusive dealer programs, and enhanced customer support strategies, you can better meet customer needs and stay competitive in the market.

The new **Whirlpool Hardware Dealer Tools and Resource Pages** site contains all the information and resources needed to be a successful Whirlpool Dealer.

Send an email to [whirlpool@saleslinkco.com](mailto:whirlpool@saleslinkco.com) to get the link and password to the new resource pages

The screenshot displays the Whirlpool Hardware Dealer Site interface. At the top, it features the Whirlpool logo and a 'Core back stock inventory advantages' section with three bullet points: 'Cater to duress purchase customers', 'Helps compete with online special-order purchases', and 'Better margin opportunities with core hardware items which in most cases are duress items'. Below this is a 'Top Duress Models' section showcasing two refrigerator models: WRT318FZDW (White, 18 cu. ft. Top Mount) and WRT318FZDM (Stainless Steel, 18 cu. ft. Top Mount). To the right, there are two washing machine models: WTW4957PW (3.8 Agitation/3.9 Inverter, 2 in 1 Removable Agitator, Stainless Steel Tub) and WED4950HW (Hanging Door, AutoDry System, Wrinkle Shield). The interface also includes a section titled 'Already a Whirlpool Dealer? Here's What's Next!' which states that Whirlpool offers the simplicity and strength of one trusted vendor with three national brands: Amana, Whirlpool, and Maytag. It further explains that as a Whirlpool dealer, staying informed and up-to-date on the latest products, services, and innovations is key to maximizing success. Below this, there is a section for 'Access to training opportunities, promotional tools, and insider updates' which allows dealers to leverage their partnership with Whirlpool to its fullest potential. The bottom of the page features a grid of links to various resources: 'Quarterly Hardware Dealer Guide', 'Quarterly Hardware Price Sheet', 'Hardware Operations Guide', 'Hardware Co-Op Program Information', 'Quarterly New Floor Model Refresh Program', 'Kitchen Suite Program', 'Learn Whirlpool', and 'Marketing Assets'. Each link is accompanied by a 'CLICK HERE' button. At the very bottom, there is a section with logos for Amana, Whirlpool, and Maytag, along with a statement '1 Vendor', '3 National Appliance Brands', and 'Equals Instant Appliance Destination'.

# Everything You Need to Sell Whirlpool All In One Place!

*Q: How you determine what to display/stock on your appliance floor?*

*A: Based on display space, use the quarterly hardware price sheet as your guide.*

## 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

**HARDWARE CHANNEL PRICE SHEET 2025 Q2: 4/1/25 – 6/30/25**

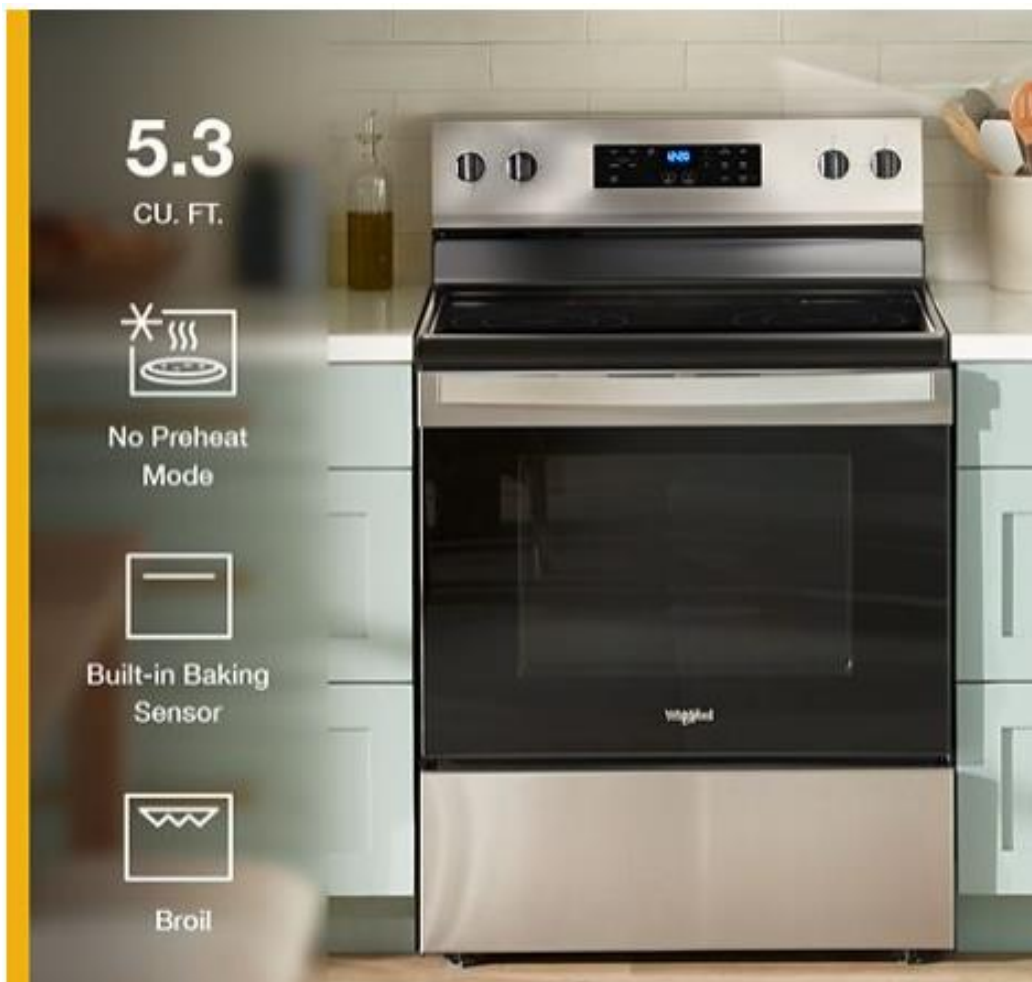


Core Destination Models		Expanded Hardware Sell To models		
BRAND	MODEL	DESCRIPTION	Q2 MAP	Q2 HARDWARE PRICE
LAUNDRY				
	Value			
Amana	NTW4519W	3.8 Cu. Ft. Large Capacity Top Load Washer with High-Efficiency Agitator, White	\$649	\$390
Amana	NED4655W	8.5 Cu. Ft. Electric Dryer with Wrinkle Prevent Option, White	\$629	\$390
Amana	NGD4655W	8.5 Cu. Ft. Gas Dryer with Wrinkle Prevent Option, White	\$749	\$470
	Good	\$529- \$675 Suggested Retail Range		
Whirlpool	WTW4857PW	2.8-3.9 Cu. Ft. Whirlpool® Top Load Washer with Removable Agitator, White	\$749	\$440
Whirlpool	WED4850HW	7.0 Cu. Ft. Top Load Electric Dryer with AutoDry™ Drying System, White	\$749	\$440
Whirlpool	WGD4850HW	7.0 Cu. Ft. Top Load Gas Dryer with AutoDry™ Drying System, White	\$849	
	Better	\$675- \$799 Suggested Retail Range		
Maytag	MVH4055W	3.8 cu ft top load washer, soak cycle, deep fill wash option, deep fill rinse option	\$599	\$440
Maytag	MED4055W	7.0 cu ft electric dryer, auto dry, wrinkle prevent, hamper door	\$599	\$440
	Best	\$799 - \$829 Suggested Retail Range		
Maytag	MVW4050MW	4.5 Cu. Ft. Top Load Washer with Deep Fill, White (Replaces model MVWC4050W)	\$799	\$455
Maytag	MED4050MW	7.0 Cu. Ft. Front Load Electric Wrinkle Prevent Dryer, White (Replaces model MEDC4050W)	\$799	\$455
Maytag	MGD4050MW	7.0 Cu. Ft. Top Load Gas Wrinkle Prevent Dryer, White	\$899	\$535
Whirlpool	WTW5005JW	4.6 Cu. Ft. Top Load Impeller Washer with Built-In Faucet, Slow close glass lid, White (Replacement for WTW5010LW OTS February)	\$799	\$455
Whirlpool	WTW5005JW	4.6 Cu. Ft. Top Load Agitator Washer with Built-In Faucet, Slow close glass lid, White (Replacement for WTW5015LW OTS February)	\$799	\$455
Whirlpool	WED5010LW	7.0 Cu. Ft. Top Load Electric Moisture Sensing Dryer, White	\$849	\$455
Whirlpool	WGD5010LW	7.0 Cu. Ft. Top Load Gas Moisture Sensing Dryer, White	\$949	\$535
	Best	\$799 - \$829 Suggested Retail Range		
Whirlpool	WTW5057LW	4.7-4.8 Cu. Ft. Top Load Washer with 2 in 1 Removable Agitator, White (Can pair with WED5010LW dryer for lower pair price point as codes match)	\$899	\$500
Whirlpool	WED5050LW	7.0 Cu. Ft. Top Load Electric Moisture Sensing Dryer with Steam, White	\$999	\$500
Whirlpool	WGD5050LW	7.0 Cu. Ft. Top Load Gas Moisture Sensing Dryer with Steam, White	\$999	\$580

# Quarterly Hardware Price Sheet

**WFES3330RS** - 30 inch Electric range with Steam Clean

**WFES3530RS** – 30 inch Electric Range with Self-Clean Cycle



### **2 FlexHeat dual radiant burners**

6" inner ring and 9" expandable outer ring

### **Keep Warm Setting**

Keep dishes warm until your family is ready to eat

### **Built –in Baking Sensor**

Helps with even baking by managing oven temperatures

### **No Preheat Mode**

Place food in oven and start baking. Oven will adjust the cook time for frozen pizzas and more.

[Click here for No Preheat Mode Video](#)

# Top Selling Freestanding Ranges

FROM WTW4957HW/WED4950EW

TO

WTW4307SW/WED4307SW



\$440

\$440

Q3 Price



\$440

\$440

Discontinued  
7.21.25

REFRESHED AESTHETICS & CONTROLS

2 IN 1 AGITATOR

LARGER WASHER CAPACITIES FROM 3.8/3.9 TO **4.2/4.3**

ADDITIONAL FEATURES: **GLASS LID, DETERGENT DRAWER**

Open to Ship  
8.4.25

Refreshing the Aesthetics in the Opening Price Point 2 in 1 agitator

**FROM MVW4505MW/MED4500MW**

**TO**

**MTW4205SW/MED4500MW  
MTW4200SW**

\$455

\$455

Q3 price

\$420

\$455



Discontinued  
7.21.25

CHOOSE FROM POWER AGITATOR OR POWER IMPELLER WASHER

AUTO SENSING

DEEP FILL OPTION

QUICK WASH CYCLE

Open to Ship  
8.4.25

New Opening Price Point Maytag Laundry

Whirlpool®



**WTW4307SW**

**WED4307SW**

4.2 Agitator/4.3 Impeller  
2 in 1 Removable Agitator  
Glass lid  
Detergent dispenser  
Stainless Steel Tub

Hamper Door  
AutoDry System  
Wrinkle Shield

MAYTAG



**MTW4205SW**

**MED4500MW**

4.2 Power Agitator  
Deep Fill Option  
Quick Wash Cycle

7.0 cu.ft. Dryer

**MTW4200SW**

4.3 Power Impeller

Whirlpool®



**WTW5057LW**

**WED5050LW**

4.7 Agitator/4.8 Impeller  
2 in 1 Removable Agitator  
Built-In Water Faucet  
Slow Close Glass Lid

7.0 cu.ft. Dryer  
Steam Cycle

MAYTAG



**MVW6230RHW**

**MED6230RHW**

4.7 cu.ft. Power Agitator  
Extra Power Button  
Smart Appliance  
Slow Close Glass Lid  
**Sheltered Model**

7.4 cu.ft. Dryer  
Extra Power Button  
Steam  
**Sheltered Model**

**5 Year Parts & Labor Warranty**

Whirlpool®



**\$580**

**WRT318FZDW-White**  
**18 cu.ft. Top Mount**  
Glass Shelves, Flex Bin  
WRT318FZDM-Stainless  
\$650



**\$625**

**WRT311FZDB= Black**  
**21 cu.ft. Top Mount**  
Glass Shelves, Flex Bin  
WRT311FZDM- Stainless  
\$650



**\$1,250**

**WRB322DMBM**  
33" wide, 22 cu.ft.  
Bottom-Freezer Refrigerator  
with SpillGuard™ Glass  
Shelves  
Icemaker



**\$200**

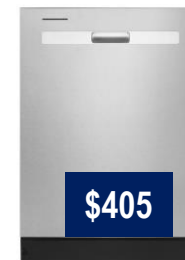
**WMMS3130RZ**  
1.7 cu.ft. Microwave  
2 speed, 300CFM Vent Fan



**\$598**

**WFES3530RS**  
5.2 cu.ft. Electric Range  
Self Clean

Whirlpool®



**\$405**

**WDP560HAMZ**  
Dark Grey Plastic Dub  
Stainless Steel Interior Door  
Top Controls  
Pocket Handle

# 14 Piece Core Destination Assortment

**Core Hardware Assortment**

Minimum Floor Display for dealer to be recognized as a destination for appliances





**WFES3330RS**

**\$598**

5.3 cu.ft.  
Steam Clean  
No Preheat Mode  
2 Flex Heat Dual Elements  
**Built In Baking Sensor**  
Fingerprint Resistant Stainless



**MER4800PZ**

**\$619**

5.3 cu.ft.  
Steam Clean  
5 Elements  
Dual-Choice Element  
Fingerprint Resistant Stainless



**MFES6030RZ**

**\$700**

5.3 cu.ft.  
No Preheat Air Fry  
Griddle Zone  
Self Clean  
Air Powered Convection



**MFES8030RZ**

**\$800**

5.3 cu.ft.  
Grill Mode  
Reversible Cast Iron Grill/Griddle  
No Preheat Air Fry  
Smart Appliance  
Power Preheat  
Steam Clean & Self Clean  
Air Broil/Bake/Roast/Reheat

Click below:

[3 Series](#)  
[Freestanding](#)  
[Electric Ranges](#)  
[product Overview](#)



**WGE745C0FS**

**\$1,075**

6.7 cu.ft.  
Self & Steam Clean  
Frozen Bake  
True Convection  
Temperature Sensor  
Rapid Preheat



**MET8800FZ**

**\$1,250**

6.7 cu.ft.  
True Convection  
Self Clean  
Power Preheat  
Power Element  
Auto Convection Conversion

## Expanded Hardware Models

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



Whirlpool®



\$640

\$640

**WTW6157PB/WED6157PB**  
5.2-5.3 cu.ft. Washer  
2 in 1 Removable Agitator  
7.0 cu.ft Electric Dryer with  
Moisture Sensor

MAYTAG



\$650

\$650

**MVW5630HW/MED5630HW**  
4.5 cu.ft. Front Load Washer  
7.4 cu.ft Front Load Electric  
Dryer

MAYTAG



\$650

\$650

**MVWP586GW/MEDP586KW**  
3.5 cu.ft. Commercial Top  
Load Washer w/ Agitator  
7.4 cu.ft Commercial Grade  
Electric Dryer

5 Year Parts & Labor Warranty

MAYTAG



\$515

**MDB4949SKZ**  
Dual Power Filtration  
PowerBlast Cycle  
Heated Dry  
Full Stainless Tub  
10 yr Limited Warranty



\$650

**MDPS7024SZ**  
Dual Power Filtration  
PowerBlast Cycle  
Heated Dry  
Full Stainless Tub  
**3<sup>rd</sup> level rack with wash zone**  
Premium ball-bearing rack glides

Whirlpool®



\$432

**WDT540HAMZ**  
Dark Grey Plastic Dub  
Stainless Steel Interior Door  
Top Controls  
Towel Bar Handle



\$762

**WDT750SAKV**  
Soil Sensors  
Third Rack  
Soak and Clean Cycle  
Black Stainless

## Expanded Hardware Models

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



	<b>MZF34X16DW</b>	<b>WRB322DMBM</b>	<b>WRS325SDHZ</b>	<b>MRFF4236RZ</b>	<b>WRFF3336SZ</b>	<b>MFI2570FEZ</b>
	<b>\$730</b>	<b>\$1,250</b>	<b>\$1,050</b>	<b>\$1,400</b>	<b>\$1,650</b>	<b>\$1,700</b>
Capacity	22 cu.ft.	22 cu.ft., 33"W	25 cu.ft., 36" W	25 cu.ft., 36"W	31 cu.ft., 36"W	25 cu.ft., 36"W
Style	UPRIGHT FREEZER	Bottom Mount	Side by Side	French Door Bottom Freezer	French Door Bottom Freezer	French Door Bottom Freezer
Features	10 year Limited Warranty on Compressor	Optional Icemaker Sold Separately	External Ice & Water	Interior Water Dispenser Factory Installed Icemaker	Interior Water Dispenser 7 lb ice storage	External Ice & Water
	Frost Free	Glass Shelves	Frameless Glass Shelves	Spillproof Glass Shelves	Spillproof Glass Shelves	PowerCold Feature
	Fast freeze option	Deli Drawer	Tap Touch Controls	10 Year Limited Part Warranty on the Compressor	Pizza pocket	10 Year Limited Part Warranty on the Compressor

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