

Appliance Dealers Cooperative



You Can Count On Us



MISSION STATEMENT

**To assist the independent appliance
and electronic dealer to compete
and flourish in the marketplace.**

SAVINGS • SERVICE • SELECTION

Appliance Dealers Cooperative
a NECO Company

What is ADC?

I. Regional Buying Group

- Over 200 Members across nine states with over 275 storefronts
- Immediate availability of a \$40 Million inventory
- 500,000 Sq. Ft. of warehouse space in three strategic locations
- Group exclusive rebates
- Offering a host of services to members including expert logistical, marketing and finance support
- Access to the industry's leading brands
- Established in 1972
- Servicing dealers equally regardless of volume

II. NECO Alliance Advantage

- Over \$1 billion of purchasing power to provide some of the strongest programs in the industry
- NECO members include Inter-county, Dynamic Marketing (formerly Key NY) and The New England Group
- Combined for a total in excess of 1,000,000 square feet of aggregate warehouse space
- Servicing over 700 stores in the Mid Atlantic region and Ohio
- Exclusive NECO rebates in addition to manufacturer rebates

Summary of ADC Services

- 1. *Inventory Availability***
- 2. *Shipping Services***
- 3. *Special Purchasing Programs***
- 4. *Vendor Ordering Services***
- 5. *Damages & Returns Services***
- 6. *In-Store Facilitator Services***
- 7. *Merchandising Services***
- 8. *Online Services***
- 9. *Financing Services***
- 10. *Buying Fairs***
- 11. *Educational Services & Company Newsletter***

ADC Services

1. *Inventory Availability*

- \$40 Million inventory of white goods, TV and electronics, air conditioners, barbecue grills, bedding, furniture and accessories
- Central Jersey warehouse space (240,000 Sq. Ft.) located near NJ Turnpike
- Central Pennsylvania warehouse space (110,000 Sq. Ft.) located in Lewisberry
- Western Pennsylvania warehouse space (150,000 Sq. Ft.) located in Imperial
- Volume Rebate earned immediately on your first ordered unit

ADC's New Jersey Warehouse



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ADC Services

1. *Inventory Availability* (continued)

ADC's Lewisberry, PA Warehouse



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ADC Services

1. *Inventory Availability* (continued)

ADC's Imperial, PA Warehouse



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ADC Services

2. Shipping Services

- **ADC's Fleet Provides Trucking Services with Daily Delivery direct to store**
- **Consumer Delivery (limited areas)**
- **Warehouse Pickups**
- **UPS/Fedex (small parcel) & LTL drop shipments for Internet dealers**
- **Order by 7:00 p.m. receive next day delivery**
- **Same day ordering and pick up service available**



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ADC Services

3. *Special Purchasing Programs*

- **Floor Display Programs**
- **Room Air Conditioner Program**
- **Show SPA's, six months free floor planning on display orders**

4. *Vendor Ordering Services*

- **Order Placement for Vendor Direct Pickups**
- **Next-Day Service (where supported by vendor)**
- **Special Orders on non stocked items (1-3 days)**

5. *Damages & Returns Services*

- **Member's damaged product returns**
- **Good stock merchandise returns**
- **Collection services (for members, from vendors)**

ADC Services

6. *In-Store Facilitator Services*

- **Assist member in keeping their floor current**
- **Explain wholesale and retail financing programs and coordinate financing for floor displays**
- **Provide product specification sheets to members**
- **Update members of merchandising programs and specials**
- **Meet with vendor reps to help resolve members' problems, and get latest vendor information for members**
- **Explain ADC procedures and help resolve any administrative problems or questions**
- **Help ADC management stay current on members' needs by providing timely feedback.**

ADC Services

7. *Merchandising Services*

- **Coordinated strategic purchasing from Vendors (NECO)**
- **Merchandising Committee Meetings** to review the buying needs of members in varying market conditions
- **General Membership Meetings** are held to review new programs & market news, address member issues, offer vendor presentations and training
- **Monthly circulars (20,000)** at no charge
- **Direct mail inserts** four times a year

Monthly General Membership Meeting



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ADC Services

8. *Online Services*

- **Online Ordering Services, Inventory and Price Checks, Receiving and Purchase Order Queries, Member Account Review, and more**
- **Available 7 days a week**
- **Accessible via Internet (including mobile devices)**

9. *Financing Services*

- **Member purchase financing available from Wells Fargo, TCF Inventory Finance and others**
- **Extended Floor-Plan Display Programs**
- **Special consumer financing and credit card rates**



ADC Services

10. *Buying Fairs*

- **Vendor Product Displays**
 - **Sales and Product Training on latest lineups**
 - **Educational Seminars**
 - **Special Purchase Opportunities (“Show Specials”)**
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NECO Fall EXPO
Held Annually at the MGM
Grand in Connecticut



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ADC Services

11. *Educational Services*

- **Educational Materials**
- **Product & Sales Training Seminars**



Brown Goods Informational Seminar



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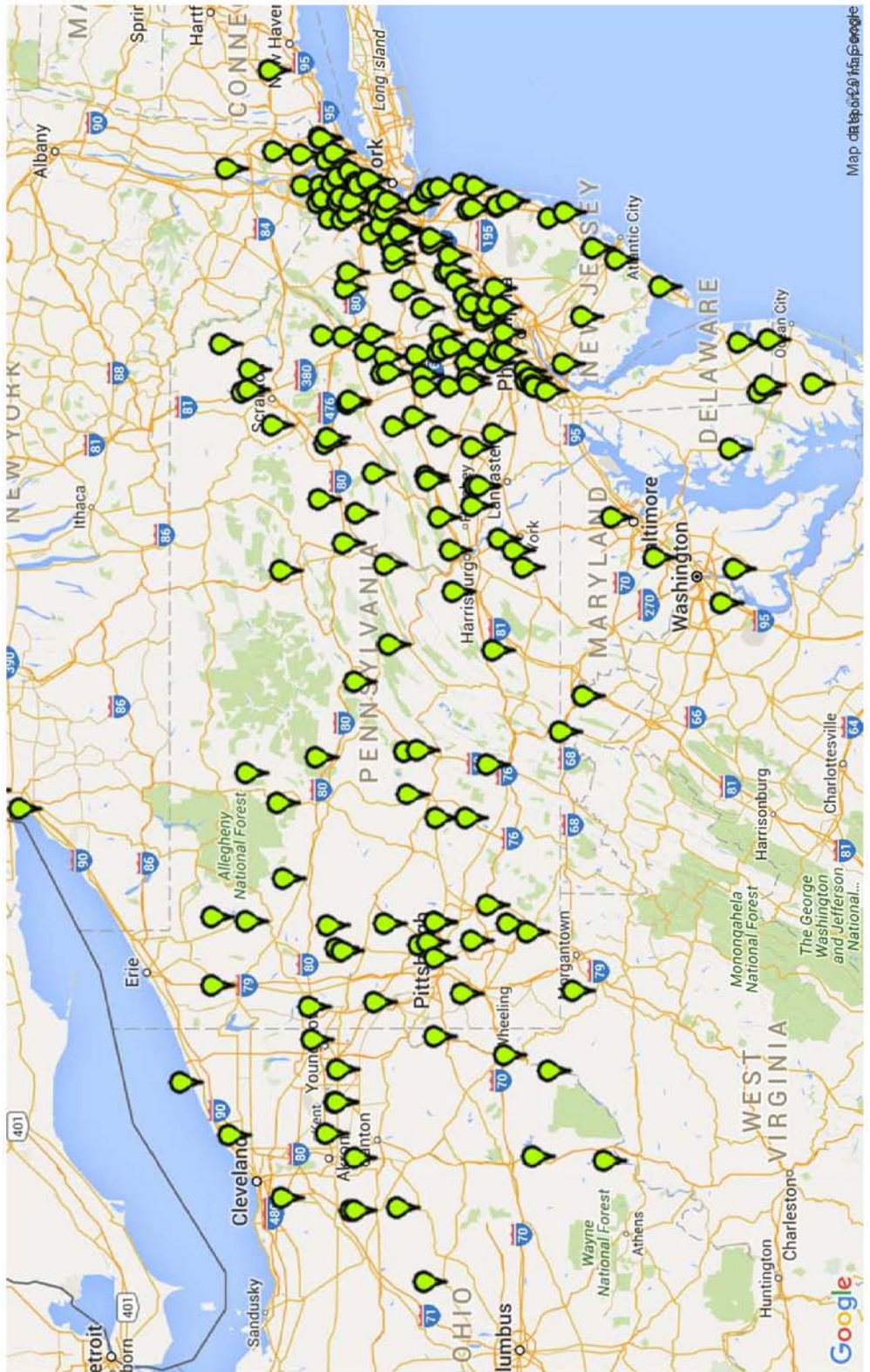
ADC Services

12. *Company Newsletter – ADC ALERT*

- Latest group news headlined on cover
- Merchandising news by vendor
- Product availability, model changes, and anticipated shortages
- Special group buys and new merchandising programs
- Price and SPA changes
- Rebates and other vendor promotional information and forms
- Floor Display order forms
- New product specification sheets
- Relevant industry news



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