



Builders & Designers Eligible to Save 12%

Members of the Builder and Design community can be registered for the Premier Influencer Program which assigns them a dedicated code and makes them eligible for a 12% discount below UMRP on select JennAir brand products when purchasing from an authorized JennAir brand dealer. NOTE: This program does not include accessories or non-branded JennAir materials

STEP 1: REGISTER

- Sales associates and JennAir Market Managers may register builders by visiting the Whirlpool HUB at whirlpoolhub.com and clicking the Influencer button in the blue bar.
- Sales associates registering builders do NOT need to select the builder's sold-to. The system will automatically associate the builder with the Sold-To their login is linked to in The HUB.
- JennAir Market Managers registering builders will select the builder's sold-to. The easiest way is to simply enter the Sold-To Number in the search box.

STEP 2: INFLUENCER CONTACT DETAILS

- Fill in the required contact details.
- Details required: First/Last Name & Email Address

STEP 3: INFLUENCER BUSINESS INFORMATION

- Enter the business information.
- Details required: Business Name, Business Address, Business Phone Number
- Optional details (not required, but is highly encouraged): Federal EIN, Builder License, Website

STEP 4: CONFIRMATION

- The request for a Jennair Premier Influencer Number is confirmed and displayed on the final registration screen. Trade customer may want to keep note of the Premier Influencer Number before exiting screen.
- Trade Customer/Sales Associate must include this Premier Influencer Number on all invoices, quotes, or sales documents when utilizing Premier Influencer Discount.
- A confirmation of the registration including the Premier Influencer Number will be sent to the email address provided in Step 2.

TO PURCHASE JENNAIR APPLIANCES

Builders and Designers: Visit your local JennAir brand dealer to purchase JennAir appliances. In order to receive the discount, the Premier Influencer Number must be provided to the sales associate.

Dealers: Be sure to include the JennAir Premier Influencer Number and name on any quote or invoice. This confirms the JennAir Premier Influencer's eligibility to purchase at 12% below UMRP. Invoices that do not reference a Premier Influencer number, but reflect a 12% discount on JennAir models, run the risk of being independently determined by JennAir as a violation of the UMRP Policy (All questions regarding the JennAir UMRP Policy can be submitted to the JennAir UMRP Administrator via email at jennair.umrp@jennair.com.)

SPIFF PROGRAM ELIGIBILITY: Sales under this program may be claimed under applicable JennAir Spiff Program.

CURATE YOUR EXPERIENCE PROGRAM ELIGIBILITY: Sales under this program may be claimed under Curate Your Experience Instant Savings Program

Program effective from January 1, 2023 through December 31, 2023. For assistance with the program, please send an email to help@jennairpremierbuilder.com. Subject to change without notice. Whirlpool Corporation reserves the right to cancel, suspend or amend this program at any time without written notice.