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KIEFFER'S
A P P L I A N C E S

MAKING A STATEMENT WITH THERMADOR

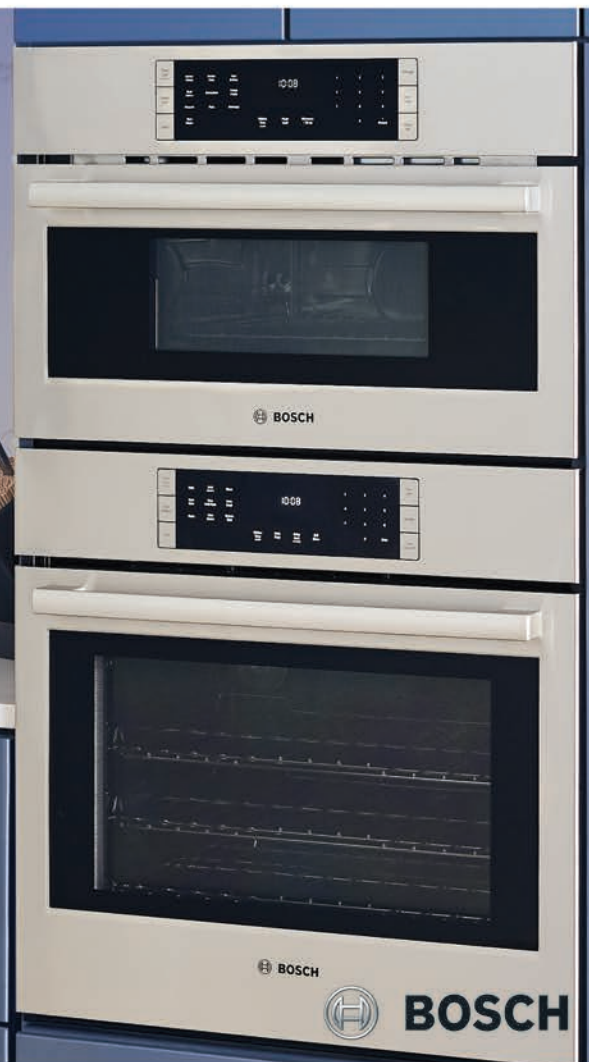
■ Take a closer look at Thermador's New Masterpiece Ovens coming this December

■ Home Builders Enjoy Covid Immunity

■ Thermador's Kitchen Design Challenge

■ Make a Statement with Monogram

■ True Refrigeration = Your Personal Style



October 2020



Home Builders Enjoy Covid Immunity, For Now

If there is a safe place to be in the time of Covid-19, home builders may have found it.

The National Association of Home Builders on Monday reported that its housing index jumped to 78 in August from 72 in July, equaling its highest level on record since the survey-based measure began in 1985. All three of the index's components—home builders' assessments of current sales, their expected sales and the foot traffic they are seeing—were up strongly.

The housing index stood in contrast to a separate report from the Federal Reserve Bank of New York on Monday, which showed that sentiment among New York manufacturers has begun to waver again. That underscores how home builders are positioned to weather the crisis in ways that many other businesses aren't.

To begin with, home builders are benefiting from mortgage rates that continue to plumb new lows. The average rate on 30-year fixed mortgage has fallen to 2.96%, according to Freddie Mac, making new homes more affordable for many families. While the Federal Reserve's ability to boost the overall economy through its policy moves may have been blunted, housing is an exception.

Home builders are also benefiting from the types of buyers they cater to. New homes usually carry heftier price tags than previously owned ones do, and people who decide to buy a new home are typically already homeowners. Put otherwise, new home buyers tend to be more financially secure than the average American, and as a result are probably less likely to have become unemployed as a result of the coronavirus pandemic. So new home buyers are well placed to take advantage of the interest-rate environment.

Workers who are migrating to suburbs and away from urban centers such as San Francisco and New York are another factor behind home builders' improving moods. The appeal of a single-family home with a yard has risen among this group, and by the nature of who they are—such as Bay Area tech workers with the flexibility to telework—they also tend to be better off.

None of which is to say that home builders have suddenly become recession proof—it is possible to envision scenarios where the downturn drags on and begins hitting those who have so far suffered little impact. But if things get bad enough to knock builders for a loop they will have gotten very bad indeed.

Jason Lahart, WSJ

Give Any Interior the Best of Both Worlds. Introducing Thermador's Masterpiece Collection

Introducing the all-new 30-Inch Masterpiece® Single & Double Wall Oven with Professional Handles.
Coming December 2020.

ME301YPMMASTERPIECE SINGLE OVEN with PROFESSIONAL HANDLE



- Offering a capacity of 4.6 cubic feet of cooking space, Thermador True Convection Ovens are one of the largest in their class.
- WiFi smart appliance capabilities include personalized control, notifications & remote diagnostics via Home Connect™ app.
- Features 11 heating modes with one Full Access® telescopic rack and two additional standard racks.
- Convection multi-rack mode gives uniform baking results even when using all three racks simultaneously.
- SoftClose® hinges prevent slamming and ensure ultra-smooth closing. Self-clean mode cleans interior walls and rack supports in as little as two hours.

ME302YPMMASTERPIECE DOUBLE OVEN with PROFESSIONAL HANDLE

- Double oven features one True Convection Oven and a convectional cooking mode for the bottom oven.
- WiFi smart appliance capabilities include personalized control, notifications & remote diagnostics via Home Connect™ app.
- Upper oven features 11 heating modes with one Full Access® telescopic rack and lower oven features five heating modes with four additional standard racks.
- Convection multi-rack mode gives uniform baking results even when using all three racks simultaneously.
- SoftClose® hinges prevent slamming and ensure ultra-smooth closing.
- Self-clean mode cleans interior walls and rack supports in as little as two hours.



For more information or to place an order contact your Kieffer's Appliances representative or call (215) 699-3522.



Tyree Morgan

Kieffer's Appliances New Member

Joining us from West Philadelphia, our new Head of Marketing, Tyree Morgan

We would like to introduce Tyree Morgan, who started working for Kieffer's Appliances as the Director of Marketing on June 8th. Ty will lead the marketing and promotional endeavors for Kieffer's Appliances, directly reporting to John & Jace Kieffer. As Kieffer's Appliances continues to grow, Ty will be responsible for Kieffer's Marketing and Business Development efforts.

Ty has eight years of marketing experience and has worked in the areas of lead generation and product promotion. He is enthusiastic and excited about joining our team and eager to bring his approach to marketing to further help increase the brand awareness of the Kieffer's Appliances brand.

Ty's has a degree is from Holy Family University where he majored in Communication, Media Arts.

If you would like to say "Hi", you can reach Tyree on his cell at (267) 621-0853 or email at TMorgan@Kieffers.com.

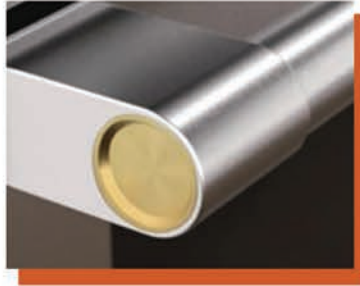
Quick Facts about Ty

- Diehard Eagles, Sixers, and Phillies Fan.
- Loves running. (Track and Field and 5K Races).
- Loves going hiking.
- Jet Skiing is one of his favorite hobbies when he gets near the ocean.



Make a Statement with Monogram

The Monogram Statement Collection brings the design together with traditional kitchen appliance features. The gleaming stainless-steel finish is offset with solid brass accents, white glass windows, and rich interactive LCD displays to create a stunning design.



Master new recipes and perfectly execute favorite dishes using this ultra-smart system that automatically tracks cooking progress, modifies temperatures, and adjusts cooking times

Built with Restaurant Inspired Features

Hot Air-Fry:

A must-have for health-conscious cooks, the Hot Air-Fry mode crisps food to perfection without oil or butter.

Dehydrate:

Allow food to reach proper drying temperature to create delicious, healthy snacks

See the Monogram Statement Collection for Yourself.

The Monogram Statement Collection is available at the Kieffer's Appliances award-winning show-room in Lansdale, PA. Come visit us or visit <https://www.monogram.com/statement-collection>.



Monogram

Thermador's Kitchen Design Challenger

Submit your Kitchen for a chance to win a Grand Prize of \$110,000 in Thermador's Kitchen Design Challenge



What do you need to be eligible?

To be eligible for an exceptional kitchen prize, the kitchen design must include at least three (3) primary Thermador appliances within the Cooking, Refrigeration & Dishwasher categories:

■ Any Thermador Range

A Thermador Cooking Package including either a Cooktop or Range top and a Built-in Wall Oven

■ Refrigeration

Any Thermador Built-in Bottom-Mount Refrigerator/Freezer two or more Thermador Freedom® Columns*

■ Dishwasher

One or more Thermador Dishwashers

Submissions must be received by May 15, 2021.

Visit Here to learn more: <https://thermadordesignchallenge.skild.com/>

Thermador★®

True Refrigeration-A Reflection of Your Personal Style



Your custom True refrigerator will both anchor your kitchen and set it apart. With finishes ranging from Cobalt Blue to Matte Black and hardware options from Copper to Brass, YOU can create your own custom True refrigerator for your kitchen build or remodel.

True Residential designed a “Build Your True” program to allow homeowners to customize their refrigeration to be one of the center points of the kitchen. This luxury brand offers a wide array of gorgeous and unique finishes that include Stainless Steel, Saffron,

Gloss Black, Matte Black, Ultra Matte Black, Emerald, Cobalt, Matte White and Antique White. Together with the hardware colors in Stainless Steel, Copper, Brass, Pewter, Gold and Chrome, homeowners can choose from 54 unique combinations available in both full-size and undercounter units. True Refrigeration is luxury redefined. From adaptable shelves, drawers and baskets to ramp-up lighting and precision control, this meticulous craftsmanship could be just what your kitchen needs.

True Manufacturing is recognized as the leading manufacturer of commercial refrigerators and freezers in the world for the foodservice and soft drink industries. That legacy has grown over the course of 65 years and now includes—in the True Professional Series—commercial refrigeration refined for the home.

Call (215) 699-3522 to place an order or for more information



True
RESIDENTIAL

Kieffer's Advantage Trade Partner Program

- ✔ Certified Installers
- ✔ Family-owned for over 100 years
- ✔ Exclusive invitations to industry events
- ✔ Dedicated Trade Account Manager
- ✔ Access to special Trade Partner incentive programs

Contact your dedicated sales representative or visit www.kieffers.com/trade to register today



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