[Your Company Name]
[Address]
[City, State ZIP]
[Phone] · [Email]

[Date]

[Customer Name]
[Company]
[Address]
[City, State ZIP]

Subject: Update to our pricing, effective [date]

Dear [Customer Name],

Thank you for being a valued [customer / client] of [Company] [for the past X years]. We're writing to let you know about an upcoming change to our pricing.

Starting [effective date], the price of [product / service] will change from [$old price] to [$new price] [per month / per unit]. This is the first change to our pricing since [year].

[Brief, honest reason, e.g. Over the past two years, the cost of materials and labor has risen significantly. This adjustment allows us to keep providing the same quality and service you rely on.]

[Optional: To thank you for your loyalty, you can lock in the current price for [12 months] by renewing before [date] / your rate will stay the same until your current contract ends on [date].]

If you have any questions, please contact me directly at [phone] or [email]. We truly appreciate your business and look forward to continuing to serve you.

Sincerely,

[Your Name]
[Title]
[Company]