

Date: [Insert Date]

Dear [Client/Customer Name],

We hope this message finds you well. We would like to take this opportunity to thank you for your continued trust in [Your Company/Service Name]. We remain committed to providing you with exceptional service and value.

As part of our annual review, we periodically adjust our rates to reflect the ongoing investments we make in enhancing our offerings, maintaining industry standards, and responding to changes in operating costs. We are writing to inform you that, effective [Effective Date], the renewal rate for your [subscription/service/contract] will be updated to [New Rate].

We understand that changes in pricing can prompt questions, and we want to assure you that this adjustment will help us continue to deliver the high-quality service and support you expect from us. Please rest assured that our commitment to your satisfaction remains our top priority.

Should you have any questions regarding this update or wish to discuss your account, please do not hesitate to contact us at [Contact Information]. We appreciate your understanding and look forward to serving you in the years to come.

Thank you again for your valued business.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Contact Information]