

[Your Company Letterhead]

[Date]

[Customer Name]

[Customer Address]

[City, State ZIP Code]

Dear [Customer Name],

We greatly value the trust and loyalty you have placed in [Your Company Name] over the years. We pride ourselves on delivering quality products/services and excellent customer service.

We are writing to inform you of a necessary adjustment to our pricing, effective [Effective Date]. Due to [briefly explain reason, e.g., increased costs of raw materials, rising operational expenses, supply chain challenges, etc.], we have made the difficult decision to revise our pricing structure. These changes ensure that we can continue to provide the high-quality products/services you expect from us.

**New pricing highlights:**

- Product/Service: [Old Price] → [New Price]
- [Additional details as needed]

Please note that any existing contracts or agreements will be honored at their current rates through [end date if applicable], after which the new pricing will apply.

We understand that price changes can be challenging, and we are committed to supporting you through this transition. If you have any questions or would like to discuss the impact of these changes on your account, please do not hesitate to reach out to your customer representative at [phone number] or [email address].

Thank you again for choosing [Your Company Name]. We appreciate your continued partnership and look forward to serving you in the future.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]