**RE: WE VALUE YOUR BUSINESS AND REGRET LOSING IT.**

Dear [CLIENT NAME],

It has been a great privilege to have done business with you over the past [NUMBER] years. We value your business and are sorrowful for its loss.

We would like for you to let us know by rating our services why it is that you opted to select another partner. Please write comments on the reverse side of this letter for any comments you may want to make, or contact us at [CONTACT NUMBER]. We will appreciate your candour and will hold your comments in the strictest confidence.

We hope that going forward we will once again have the privilege of working with you.

Kind regards,

[NAME]

[TITLE]

[CONTACT DETAILS]

[COMPANY EMAIL]

