Dear [Insert Contact Name],

We’re writing to inform you that due to [Insert reason(s)], the price of [Insert product/service name] will be increasing from [Insert current price] to [Insert new price].

We completely understand that a price increase is never ideal and work to avoid one whenever we can. Please know that as a result of this increase, we will be able to:

1. [Explain benefit #1 the customer will see as a result of the increase].
2. [Explain benefit #2 the customer will see as a result of the increase].
3. [Explain benefit #3 the customer will see as a result of the increase].

Because the increase goes into effect on [Date], all [Orders/Contracts] made before then will be honored at the previously agreed upon rate.

[Insert company name] appreciates your continued support and business. We know you have options for your [Insert product category] and we thank you for partnering with us. Should you have any questions or concerns about this increase, we encourage you to reach out to [Name/Department] at [Insert phone number and/or email address].

Sincerely,

[Your Name]

