

Dear [Customer's Name],

We hope this message finds you well. We are writing to inform you of an upcoming change in our pricing structure that will take effect on [Effective Date].

At [Your Company Name], we are committed to providing high-quality products/services and ensuring that we maintain the value and integrity you expect from us. Due to [reason for pricing change, e.g., increased costs, enhancements in service], we find it necessary to adjust our prices.

Starting [Effective Date], the new pricing for our [specific product/service] will be [New Price]. We understand that price changes can be challenging, and we want to assure you that this decision was made after careful consideration.

We value your business and appreciate your understanding as we continue to improve and provide you with the best possible service. If you have any questions or concerns regarding this change, please do not hesitate to reach out to our customer service team at [Contact Information].

Thank you for your continued support.

Sincerely,
[Your Name]
[Your Position]
[Your Company Name]
[Contact Information]