

# Dear [Reseller Name],

We are excited to announce our new Clearance Discount Initiative designed specifically for our valued reseller partners. This initiative aims to provide significant discounts on select products to help you increase your inventory turnover and maximize your profit margins.

Effective from [Start Date] to [End Date], participating resellers will receive a clearance discount of [Discount Percentage]% on the following products:

- [Product 1]
- [Product 2]
- [Product 3]

We believe this initiative will not only help you clear out older stock but also attract more customers to your store. To take advantage of this offer, please use the promo code [Promo Code] during checkout.

Should you have any questions or require further assistance, feel free to contact us at [Contact Information]. We appreciate your continued partnership and look forward to growing together.

Best regards,

[Your Name]

[Your Title]

[Your Company]

[Your Contact Information]