

Dear [Customer's Name],

We hope this message finds you well. We are reaching out to inform you about an upcoming adjustment to our pricing structure that may affect your current agreement with us.

We understand that price changes can be unexpected, and we sincerely apologize for any inconvenience this may cause you. This decision was not made lightly, and we have implemented it to ensure that we can continue to provide you with the high-quality service and products you have come to expect from us.

As a valued customer, your satisfaction is of utmost importance to us. We want to reassure you that we are committed to offering competitive prices and maintaining transparency throughout this process. In light of this change, we are offering you an exclusive discount for your next purchase as a token of our appreciation for your loyalty.

If you have any questions or concerns, please do not hesitate to reach out to our customer service team at [Customer Service Phone Number] or [Customer Service Email]. We are here to assist you and ensure a smooth transition.

Thank you for your understanding and continued support.

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