

[Your business name]

Date: [Month DD, 2026]

To: [Customer's name], [address or email]

Subject: Our prices from [Monday, January 4, 2027]

Dear [First name],

Thank you for being a customer this year. Before the new year starts, I want to let you know about a change to our prices and give you plenty of notice.

From [Monday, January 4, 2027], our prices will go up by about [5%]. For the work we do for you, that means [a standard clean] goes from [\$200] to [\$210]. The full price list is [enclosed / on our website at your website].

The reason is simple: our costs — [materials, fuel, insurance and wages] — have risen over the past year, and we have held our prices since [January 2025]. This change lets us keep the same people and the same standard of work.

Nothing changes before [January 4]. Any job already quoted or booked before then is at today's price, [and if you'd like to book your next visit at the current rate, you can do so until that date].

If you have any questions, call or text me at [your phone] or reply to this letter — I'd rather hear from you than have you wonder.

Thank you again for your business. We look forward to working with you in [2027].

Sincerely,

[Your name]

[Your title], [Your business name]

[your phone] · [your email] · [your website]

Free template from zarla.com/guides/price-increase-letter. Replace every [bracketed] line. After you send it, change the prices in the same week everywhere a customer sees them: your website's pricing section, your printed price list, and the price book you invoice from — on a Zarla site, the pricing section is edited by chat and the price book is the Price book tab on your Invoices page.