[Today’s Date]

Dear [First Name],

At [Company Name], it’s our goal to deliver the highest quality cleaning services at a fair and competitive rate. We focus on not just meeting, but exceeding the expectations of our clients, and strive to provide prompt, personable customer service.

[Company Name] has continued to grow and thrive in [City/Region] thanks to great customers like you. Unfortunately, increases in the cost of [expense #1] and [expense #2] are a reality in the cleaning service industry. To date we have avoided increasing our prices, but can no longer prolong the inevitable. Effective [DATE], the cost of your services will increase by [Amount / Percentage]. We are very grateful for your business and wish to thank you in advance for your understanding in this matter.

If you have any questions regarding this increase or any other matter, please feel free to give us a call. We value and appreciate the opportunity to serve your cleaning needs.

Sincerely

[Your Name]

[Your Contact Information]