Sample letter announcing a price increase

Dear xxx,

we just had a look at our records again: This coming August we will be celebrating our fifth anniversary! Back then, we installed your new heating system. Since then, you have regularly contacted us for maintenance, repairs or new orders. We would like to thank you for this.

Now we have some less pleasant news for you. For the first time in our relationship, we have had to adjust our prices due to continuing inflation and the rising cost of energy and building materials. We are simply passing on to you the increase we receive from our suppliers. By agreeing to these increases, you are not only helping us to cover our costs. It is the only way we can continue to provide you with the best possible service without compromising on quality.

Speaking of service: We now offer remote diagnostics for a first assessment of a defective device or other issues. Simply contact us via our website under the Online Service section.

If you have any further questions, please do not hesitate to contact us in the office Monday to Friday from 8:00 to 15:00. You can also reach me personally on my mobile phone outside of these hours.

Thank you for your understanding and we hope to work together for at least another five years.

Yours sincerely

XXX

Enclosure: Price List from 1 July 2023

## Example modules for personalisation

* " Due to inflation, the cost of energy and materials has risen steadily over the past few years. Despite this, we have hired two new employees to provide you with an even faster service. But now..."
* "At the moment, the prices of building materials change at short notice. We only receive daily or weekly prices from our suppliers. For this reason
  + ... we would like to submit to you an amendment to the contract which provides that in the event of an increase in the net purchase price of insulation materials and other materials relevant to the contract of more than XXX% of the current list price, both contracting parties may enter into new negotiations for an appropriate adjustment".
  + ... we have to make our offer non-binding / limited until XXX and we have to recalculate the prices after this date".
* "As a sign of our appreciation for your loyalty over the years, we are offering a three percent discount on all future orders if payment is received within ten days of the invoice date".