

Profit – Price Rise Email Template

A simple, professional way to lift prices and protect margins.

Use this when costs have increased, capacity is tight, or margins have slipped. Keep it calm and confident.

Customer price update (existing clients)

Subject: Update to our pricing (effective [date])

Hi [Name],

A quick note to let you know that from [date], our pricing will be updated by [X% / \$X] on most services.

We've held pricing steady as long as possible, but with ongoing increases in [materials / freight / wages / compliance], we need to adjust to keep delivering the quality and turnaround you expect.

What won't change:

- The standard of workmanship
- Our responsiveness and communication
- Our commitment to doing the job right

If you'd like to lock in current pricing for a planned job, please confirm by [date] and we'll do our best to accommodate.

Thanks for your support,

[Your name]

[Business]

Quote wording (new quotes)

"Pricing valid for 14 days. Due to supplier increases, pricing may change after this period."

If a customer pushes back (short response)

“Totally understand. Our pricing reflects the time, materials and process required to deliver the result properly. If you’d like, we can look at alternative options to meet your budget while protecting quality.”