



[DATE1]

Dear [CLIENT],

We at UNLIMITED WEB DESIGNS hope that this finds you well and that your business is also thriving. We are writing to let you know of some changes at UNLIMITED WEB DESIGNS and Design. Because you are a client whose business we value highly, we want to let you know directly the whys and how's, and invite any questions or feedback you might have.

We have charged a rate of [RATE] an hour for [LENGTH OF TIME] now, and after much thought and research, we have concluded that an increase is appropriate at this point. UNLIMITED WEB DESIGNS is basing this decision on two main factors:

- (1) That both our professional expertise and equipment have increased many times over in the past [LENGTH OF TIME]; and
- (2) That our research on industry standards shows that a higher hourly fee is definitely in line with our level of knowledge and capability.

As of [DATE2], UNLIMITED WEB DESIGNS hourly rate for all web development work will be [NEW RATE]. However, we are offering a grace period of 90 days at the old rate to existing clients; this will include anyone who has signed a design agreement by [DATE2]. For these clients, the new rate will go into effect on [DATE4] of this year.

We are well aware of the budget constraints of most small businesses, and do promise to make every effort to stay within your budget, as well as to handle your web development work in the most attentive, thorough, and professional manner. UNLIMITED WEB DESIGNS firmly believe that the high quality yet personalized services we offer is still an excellent value.

Please don't hesitate to contact us if you would like to discuss this change or any other aspect of your web design needs. Thank you for your time, and we look forward to speaking with you soon.

Sincerely,

[NAME]
[TITLE]