

Dear _____,

I hope you're doing well. I wanted to personally thank you for your trust and loyalty over the years — some of you have been with me for ___ to ___ years, and that truly means so much to me.

As the years have gone by, the demand for high-quality cleaning services has increased, and so have the overall costs of maintaining a reliable, well-organized team. To continue offering you the level of care and consistency you're accustomed to, it has become necessary to update my rates.

Why is this adjustment needed

- To maintain the same quality of service you are accustomed to.
- To fairly compensate employees and maintain a stable team.
- To continue offering reliable scheduling, punctuality, and organized services.
- To stay aligned with the economic changes and rising costs nationwide.

This update is based on the **actual hours of work needed per person** to properly care for your home. The time estimate was determined using all of your past visits, allowing us to understand how long your **regular cleanings** realistically take. Every home is different, and the time required can vary depending on the size, maintenance level, and service frequency.

Effective _____, 202__, the rate for your regular cleaning service will be \$____ per visit. This rate includes up to ___ hours and _____ minutes of cleaning time per appointment.

If this change is outside your budget

I completely understand that everyone has different needs and financial limits. If this new rate is outside your budget, we can adjust the amount of time spent in your home in a smart and efficient way, alternating areas during each visit or focusing on the highest-priority zones. This allows the service to fit what works best for you **without compromising quality or attention to detail.**

Moving forward, there will be a yearly ___% adjustment to stay aligned with rising costs and maintain high-quality service.

I understand that any price change may bring questions — I'm always here to talk and help however I can. When you have a moment, I would truly appreciate it if you could let me know how you feel about this change. Your comfort and satisfaction have always been a priority for me, and I want to make sure we make the best decision for you and your home. Thank you so much for your understanding and for allowing me to care for your home all these years. I truly appreciate you.

Warmly,

