"Rates Held, Costs Up": Price Increase Letter Templates

For cleaning company owners who know a contract needs a new price and dread sending the letter. Fill in the highlighted parts.

Before you send: 4 quick checks

1. **Know the number.** Work out what the contract costs you per month (labor including drive time between jobs, payroll extras, supplies, mileage) and the price that hits your target margin. The free Peniculus 9 Contract Profitability Calculator estimates this in about 5 minutes.
2. **Read the contract.** Check the term, renewal date, notice period and any price-change clause. A fixed-price or government contract can change only the way the contract allows, usually at renewal or by a signed change order. Don't send this letter to a public client; ask the contracting officer how rate changes work at renewal. Also check any auto-renewal notice deadline, because missing it can lock in the old price.
3. **Give real notice.** At least 30 days, or longer if your contract requires it.
4. **Call first, then send the letter.** A 5-minute call keeps the relationship; the letter puts it in writing.

Template A: commercial client

[Date]

Dear [Client name],

Thank you for trusting [Your company] with [site/building] since [year]. We've kept your rate the same since [date of last change]. Over that time our costs to staff and supply your site have gone up, including [pick what's true for you: crew wages, insurance, supplies, fuel].

So we can keep the same trained crew and standard, [use one: As allowed by section [X] of our agreement, / At your renewal on [date],] your rate will be $[new] per [month/visit] (currently $[current]). Your scope stays the same: [short scope summary].

If you'd like to talk through options, such as adjusting frequency or scope to fit your budget, call me at [phone]. I'm glad to walk through it. Please sign below or reply to confirm, so we both have it in writing.

Thank you for your business,
[Name], [Title]

Accepted by: _____ Title: _____ Date: _____

Template B: residential customer

Hi [First name],

Thank you for having us in your home [since year / these past months]. We haven't changed our prices since [date], but our costs have gone up, including [pick what's true: cleaner pay, supplies, fuel].

Starting [date, at least 30 days out], your [weekly/biweekly/monthly] clean will be $[new] (currently $[current]). Your cleaning stays the same.

If you have questions or want to adjust your schedule, just reply or call [phone]. We appreciate you.

[Name], [Company]

If they push back

- **"Can you hold the old price?"** "I understand. I can't hold it and keep the same crew and standard, but we can adjust [frequency/scope] to bring the monthly cost closer to your budget."
- **"Someone else is cheaper."** "That may be true. I'd rather be upfront with you now than let quality slip later."
- **They leave.** If the contract was losing money, losing it can raise your profit, if you can cut or reassign those hours.

Built by an owner who learned the hard way. I ran a maid service in Memphis starting in 2017, and the back office is what hurt.

Not sure which contracts need a new price? Book a free 15-minute back-office walkthrough at peniculus9corp.com

Peniculus 9 Corp · Memphis, Tennessee · Bookkeeping, payroll, taxes and scheduling for cleaning companies

Templates are general examples, current as of November 2026; not legal advice. Your contract terms control; for government or bid contracts, follow the contract's change process. Have a lawyer review any contract you're unsure about.