|  |
| --- |
| Company Name |
|  |

Date

Street Address

City, ST ZIP Code

Dear Pool Owner:

This letter is to advise you that there will be a price increase in our monthly service fee. Starting on January 1, 2021, the new cost will be $XXX.XX per month.

We have seen ever-increasing costs for equipment, parts, and chemicals during the past year, which we have managed to absorb. Unfortunately, the [fire at the Bio Lab](https://cpoclass.com/biolab-fire-pool-chlorine/) chlorine manufacturing plant (caused by hurricane Laura) has thrown the entire industry a massive curveball.

The cost of chlorine from the wholesalers has increased by 30 to 50%. This and the scarcity of product has forced them to enforce quantity restrictions. Unfortunately, word on the street is that this increase in pricing will not come back down once the availability issues resolve.

I know other service companies are suggesting reducing the level of their service to maintain a lower price point, but that isn’t something I am willing to do to you. No matter what occurs in the industry, you deserve to have the same level of service you have come to expect from us and a safe and healthy swimming pool.

We have already within our organization implemented a thrift culture to keep the increase to a minimum. We appreciate you, and like everyone, we are hoping 2021 brings better things. If you have any questions about the pricing, please do not hesitate to contact me at 212.555.1212

**We thank you for your support and continued business. Stay safe!**

Sincerely,

Your Name