

New-order price notice

For future orders or quotes; existing agreements require a separate review

UK | Checked 12 October 2026 | XnMark

Before using

Replace every bracketed field. Verify the business reason, complete price, effective date and any existing quote commitments. Do not invent a reason or imply that all customer contracts can be changed.

Subject

Updated pricing for [product or service] from [effective date]

Email template

Hello [name],

From [effective date], the complete price for [product or service and scope] will be [new total price, including applicable mandatory taxes and charges] per [unit or charging period].

This change reflects [specific, accurate reason]. The service includes [verified inclusions]. [Explain how existing confirmed orders or quotes are treated after checking the agreement.]

You can review the updated offer at [link]. If you have questions about the change or which offer fits your needs, contact [contact route].

Thank you,

[sender and business]

Final checks

Compare the email with the quote, product page and checkout. Include unavoidable charges upfront. State optional extras separately and accurately. Brief staff so their answers match the written offer.

Review terms, notice requirements and complete prices before sending.

Full source-backed guide: xnmark.com/insights-raise-prices-small-business-uk-2026/

Renewal price notice

Use only after checking the agreement and the applicable rules

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Before using

Confirm the renewal mechanism, required notice, customer choices and lawful basis for the change. Do not use this template to assume a right to alter a current fixed-price agreement.

Subject

Your [service] renewal: proposed price and options

Email template

Hello [name],

Your [service] is due for renewal on [verified renewal date]. The price for the next [term or charging period] will be [complete total and payment schedule], covering [verified scope]. [State whether acceptance is required and how renewal works under the agreement.]

The change reflects [specific, accurate reason]. Your options are [verified renewal, alternative or cancellation choices], and the relevant deadline is [verified deadline, if applicable].

You can review the full terms at [link]. Please contact [contact route] if you would like us to explain the proposal before deciding.

Thank you,

[sender and business]

Source checks

CMA: Providing clear and accurate information about prices, updated January 2026. CMA: Unfair contract terms guidance. Both are linked in the full guide. This template is a working communication aid, not confirmation that a particular change is lawful.

Review terms, notice requirements and complete prices before sending.

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