

Hi <<firstName>>,

Thanks for responding to our migration announcement.

With the migration we can provide basically the same functionality your site is currently using (plus more in many cases) and can transfer it completely as-is.

Even the admin and content management has a very similar approach (with easy to use on-page visual editing as well).

So there will be little change required on your part for managing your site.

Pricing would need to shift a little, however, there is added value in the price change. Plus I can offer you a discounted rate since you are a long term customer <<insert any other special reason>>.

There are 2 proposed pricing options for you to consider:

1. FULL UPGRADED RATE

New site plans for new clients, running a complete website solution, are now \$XXX p/mth.

This now includes SSL/HTTPS security which is basically a requirement for any new website (this makes up \$XX of the monthly fee).

Plus we include 1 free domain name registration **for life** while the site is with us.

This plan also includes the full range of platform features (and future added features as they become available) so you may utilise advanced features when needed.

2. SPECIAL DISCOUNTED RATE

From your existing rate of \$XX p/mth the new discounted service would be \$XX p/mth.

This includes the required \$XX p/mth for SSL security, plus an \$X increase for the newer platform overall ($\$XX + \$XX + \$X = \XX).

This discounted plan covers at least all of your sites existing implemented features but would not include the full range of additional features as per option #1 above (which are not currently in use anyway).

MIGRATION COSTS:

Managing migrations and transferring site functionality and content is time-consuming.

However, we are not passing these full costs on to our clients due to the unfortunate situation. But understandably we also can't wear the full costs of all migrations, so we're introducing a once off, flat rate migration fee of \$XXX (approx a quarter of most typical migration jobs).

We hope that by doing this we can spread the costs and make this unfortunate situation 'less negative' for everyone and return to normal operations as soon as possible.

BONUS:

While we are migrating your site, it's the perfect opportunity to make adjustments as well.

If there is anything you've been wanting to change or add to your site, now's the time as we can most likely do it for free!

Sorry for the information overload, we're just trying to give you the best options and value possible.

Please feel free to discuss this with me further if needed or to get started straight away click below:

[OPTION #1](#) or [OPTION #2](#).