

[Your Name]
[Your Title]
[Your Company Name]
[Date]

[Vendor Name]
[Vendor Contact Person]
[Vendor Address]

RE: Request for Price Reduction - Search Bracket Optimization Services

Dear [Contact Name],

We are writing to discuss the current pricing structure for the search bracket optimization services provided to [Your Company Name].

As we have scaled our operations, we have conducted a thorough review of our performance metrics and market benchmarks. Our data indicates that our current search volume and bracket efficiency warrant a more competitive rate. We believe a price reduction is necessary to align with current industry standards and to ensure our continued partnership remains mutually beneficial.

Specifically, we are requesting a reduction of [Percentage]% on the current per-bracket rate, effective [Proposed Date]. Alternatively, we are open to discussing a tiered pricing model based on [Specific Metric, e.g., Monthly Volume].

We value the quality of service your team provides and would prefer to maintain our relationship rather than explore alternative providers. Please let us know when you are available this week to discuss a revised fee schedule.

Thank you for your time and we look forward to your response.

Best regards,

[Your Signature]

[Your Printed Name]