

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Subject: Notice of Change in Business Model and Policy Cancellation

Dear [Client Name],

We are writing to inform you of significant changes to our business operations at [Company Name]. To better serve the evolving needs of the market and focus on our core strengths, we are officially pivoting our business model to [Brief Description of New Model, e.g., a subscription-only platform / specialized consulting services].

As a result of this strategic shift, we will no longer be supporting [Old Service Name/Policy Type]. Consequently, this letter serves as formal notice that your current policy/agreement [Policy Number] will be cancelled effective [Cancellation Date].

What this means for you:

- **Service Termination:** Your current services will remain active until [Final Date of Service].
- **Final Billing:** Your final invoice will be issued on [Date] and will cover services through the termination date.
- **Data/Refunds:** [Insert details regarding data retrieval or pro-rated refunds if applicable].

We value the relationship we have built with you and want to ensure a smooth transition.

[Optional: If the new model is relevant to the client, insert a brief invitation to transition to the new service here].

If you have any questions regarding this transition or your final billing statement, please contact our support team at [Phone Number] or [Email Address] by [Date].

Thank you for your understanding and for your past business.

Sincerely,

[Your Name]

[Your Title]

[Company Name]