



STUDIO CHATEAU INTRODUCES LUNCH & LEARN PROGRAM

Irvine, CA, (November 2012) – [Studio Chateau](#), the most innovative and cutting-edge new home custom [options selection](#) software program, introduces “Lunch & Learn,” a quarterly invitation to prospective and existing clientele to introduce the latest technology during a one hour luncheon in their Southern California headquarters. As an added bonus, the Studio Chateau options specialists will provide a complimentary options analysis overview based on the clients current program.

“We have received such an overwhelming response to our events that we created separate invitationals for new and existing clients, in 2013” stated Carolyn Little, Studio Chateau Vice President of Options Management. “The feedback we have received from our guests is invaluable and continues to inspire and drive our program forward to maintain the top market share for innovative software technology,” noted Little.

Studio Chateau is an Internet-based options selection program designed to ease the process of selecting home upgrades for design professionals, homebuilders and homebuyers. The program includes: a visual, lot-specific options catalog for each community, drag and drop placement diagrams for each floorplan, construction cut-off date notification and management, purchase order generation and subcontractor notification, flooring entry and installation date management, accounting management and customer service follow-up and survey.

The creation of this innovative program stems from the 30-year history of parent company Chateau Interiors, a full-service interior design center focused on meeting the needs of the [builder options](#) program.

As the housing industry rises from the downturn, clients have seized the opportunity to pair Studio Chateau with their builder options program. This technology offers a web-based program that improves communications during the new home purchase coupled with the interior options selection process. The system connects the homebuyer, sales, design center, purchasing, accounting, construction, trade partners, subcontractors and escrow by providing them all with accurate real-time information.

Studio Chateau is the national leader in design center technology for builder options. Visit www.studiochateau.com or contact Options Analyst Lynn Ellis at (619) 916-7959 for more information.

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