



STUDIO CHATEAU FINALS FOR 2011 SOCIAL AWARDS!

AUGUST 2011 (Irvine, CA) - [Studio Chateau](#), an Internet-based [options selection](#) program designed to ease selecting home upgrades for design professionals, is pleased to announce their finalist nomination in the 2011 [SoCal Awards](#).

The **SoCal Awards** recognizes excellence within the building industry with emphasis on sales, marketing and merchandising. **Studio Chateau's** entry showcased its marketing strategy to create brand awareness and increase market share through the use of DVD's, social media, trade shows, online press releases and search engine marketing. A judging panel comprised of esteemed industry experts reviewed the comprehensive advertising campaign and selected Studio Chateau as a finalist. Winners will be announced during the awards ceremony September 24th at The Grove of Anaheim

"We are honored that our marketing efforts have received recognition for the 2011 SoCal Awards," stated Carolyn Little, Marketing Director for Studio Chateau. "We look forward to the announcement of the winners at the show in September and wish the best of luck to fellow nominees."

Studio Chateau, a web-based **options selection** and management program, is an essential tool in the homebuilding and design process. The creation of this 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.

Studio Chateau improves communications during the interior options selection process and allows the home buying client to create their wish list of home upgrades before meeting with their design consultant. Buyers access their virtual floorplan and can review details including pricing for all available options. The innovative nature of Studio Chateau provides a more prepared buyer whose timely decisions allow for a smooth transition through the construction phase.

This web-based program connects the homebuyer, sales, design center, purchasing, accounting, construction, trade partners, subcontractors and escrow by providing them all with accurate real-time information. 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.

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

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