



STUDIO CHATEAU CLOSES 2011

WITH THREE NEW HOMEBUILDER CLIENTS

Irvine, CA, December 15, 2011 – [Studio Chateau](#) has added three new homebuilding firms to its rapidly growing client roster. “Studio Chateau is thrilled to end 2011 with the addition of three nationally recognized, award-winning homebuilders,” stated Carolyn Little, Vice President of Options Management. “We are excited to have our web based [options selection](#) program be part of their creative vision to enhance the homebuying experience.”

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.

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.

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 call options analyst Lynn Ellis (619) 916-7959 for more information.

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