



CALIFORNIA WEST COMMUNITIES SELECTS STUDIO CHATEAU

FOR ONLINE HOME OPTIONS SELECTION PROGRAM

(Irvine, CA) –Studio Chateau, the new internet-based [options selection](#) program, has added another prominent Southern California builder to its client roster. California West Communities has selected Studio Chateau as its exclusive online options management program for its new home communities throughout Southern California.

[California West Communities](#) has over 60 years of collective home building experience and has built its foundations around the company philosophy, “Excellence at Every Level.” Making your home uniquely yours, California West Communities offers the ability to customize home finishes to create a home that reflects its homeowner’s personal lifestyle, comfort and taste.

“Studio Chateau is thrilled to add California West Communities to our current nationwide network of clients,” stated Carolyn Little, Vice President of Options Management. “Our web-based option selection program is ideal for California West Communities. With their vast amount of finishing choices, our software will maximize the home buyers design experience by providing a custom catalog of the options available for their new home while at the same time providing a complete purchasing, contracting and financial operating environment.”

The creation of this technology springboards 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.

The challenging climate of the housing industry provided an opportunity to launch a program to increase customer satisfaction, improve company bottom line profits and introduce the concept of options technology.

As the housing industry rises from the downturn, California West Communities seized the opportunity to increase their bottom line profits and customer service experience by pairing [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.

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; call Lynn Ellis (619) 916-7959 or Dave Snow (602) 920-1564.

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