



STUDIO CHATEAU EXHIBITING AT PCBC

JUNE, 2011 (Irvine, CA) – [Studio Chateau](#), a web-based [options selection](#) and management program, will exhibit their state-of-the-art technology at the Pacific Coast Builders Conference (PCBC) June 22nd – 24th in San Francisco, CA. [PCBC](#), the homebuilding industry's most innovative trade event, brings together builders, developers, building scientists, architects, environmental engineers, landscape companies and manufacturers.

Studio Chateau will be located at booth 6040 to provide interactive demonstrations of their innovative new software. Those participating in the live demos will be entered into a drawing for a free Apple iPad and the lucky winner will be announced on Facebook Friday, June 24th.

“Our technology is an advanced online program that simplifies the process of selecting and managing new home options,” stated Carolyn Little, Vice President of Options Management. “**PCBC** provides the ideal platform to showcase and demonstrate our innovative and cutting edge software program. We’re looking forward to connecting with builders and providing them with a more efficient way to manage the **options selection** process.”

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 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 improves communications during the new home purchase and interior options selection process. The 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 online at www.studiochateau.com or call Options Analyst Lynn Ellis (619) 916-7959 or Dave Snow (602) 920-1564.

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