



STUDIO CHATEAU: THE INTERNET-BASED

OPTIONS SELECTION PROGRAM

AUGUST, 2010 (Irvine, CA) –An innovative new internet-based [options selection](#) program debuts to increase efficiency and provide cost saving and time saving measures to the homebuilder, design centers and flooring companies.

The creation of Studio Chateau 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.

“[Studio Chateau](#) is designed to ease the process of selecting home upgrades for design professionals, homebuilders and homebuyers” stated Carolyn Little, Vice President of Options Management. “We are setting a new standard of excellence in design management and customer satisfaction with modern web-based [options technology](#) that will revolutionize the home buying experience.”

The downturn of the housing industry in 2006 has caused building companies to drastically reduce the size and scope of their operations and staffing which in turn has made it difficult to maintain a high level of customer service and buyer satisfaction. This challenging situation for the housing industry provided the perfect opportunity to launch a program to increase customer satisfaction, improve company bottom line profits and introduce the concept of options technology. Studio Chateau offers state-of-the-art web-based technology 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.

This innovative program includes: a visual online 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, online accounting management and customer service follow-up and survey.

Additionally the program provides: a complete online system to support builder options and design center options and upgrades programs, an options catalog development service with administrative support staff, builder and design center training, implementation and support plus an on-going operating and system analysis.

Studio Chateau is the national leader in options technology for builder options, option sales and online communication. They are dedicated to improving the home buying and home ownership experience. For more information, visit www.studiochateau.com, call Lynn Ellis (619) 916-7959 or Dave Snow (602) 920-1564.

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