



STUDIO CHATEAU SELECTED AS ONLINE OPTIONS PARTNER BY TOLL BROTHERS

DECEMBER 2013 (IRVINE, CA) – [Studio Chateau](#), the most innovative and cutting-edge new home custom options software program, has been selected by the award-winning Toll Brothers to execute their online [options selection](#) program. Studio Chateau will be introduced at the Chadds Ford Design Studio and the Bucks County Design Studio.

Headquartered in Pennsylvania, Toll Brothers builds luxury home communities across the country in the best locations by choosing scenic areas that offer a blend of rural charm and suburban convenience. America's luxury homebuilder was named 2012 Builder of the Year by *Professional Builder* magazine and the first builder to ever have won this esteemed honor twice.

“To have the opportunity to partner with the team of such a well respected homebuilder is an incredible honor,” stated Carolyn Little, President of Studio Chateau. “Toll Brothers rich history is the ideal complement to the progressive nature of Studio Chateau and an opportunity we are looking forward to nurturing in 2014” stated Little.

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.

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.

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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