



## IRVINE PACIFIC SELECTS STUDIO CHATEAU

### FOR ONLINE HOME OPTIONS SELECTION PROGRAM

NOVEMBER, 2010 (Irvine, CA) –Studio Chateau, the innovative new internet-based [options selection](#) program, has been chosen as the management program for Irvine Pacific's two new communities Los Altos and Capistrano, located in the Villages of Irvine in Southern California.

[Irvine Pacific](#), the home-building entity of The Irvine Company, one of America's most respected and diversified real estate companies, begins a foray into their homebuilding roots after a 25-year hiatus.

“We are thrilled to provide the design professionals, home builders and home buyers of Los Altos and Capistrano with our easy to use home options selection program” stated Carolyn Little, Vice President of Options Management. “The use of this program 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 proved the perfect 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, Irvine Pacific 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 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 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. For more information, visit [www.studiochateau.com](http://www.studiochateau.com); call Lynn Ellis (619) 916-7959 or Dave Snow (602) 920-1564.

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