



STUDIO CHATEAU ENDS 2012 WITH BANNER SUCCESS

Irvine, CA, (January 2013) – [Studio Chateau](#), the most innovative and cutting-edge new home custom [options selection](#) software program, ends 2012 with stellar success. Their accomplishments include a combined year-end total of 17 new homebuilders and design center clients. With 2,300 vendors currently using the system, Studio Chateau’s clients are averaging option sales of over \$33,000 per home. Active builder home sites for 2012 peaked at 2,300 while the option and flooring sales that have flowed through the software the past three years is over \$11 million.

“We are thrilled with the success we have achieved in 2012. With the homebuilding industry recovering from the economic downturn, it is exciting to experience such positive results,” stated Carolyn Little, Studio Chateau Vice President of Options Management.

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 contact Options Analyst Lynn Ellis at (619) 916-7959 for more information.

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