



STUDIO CHATEAU CLOSES 2014 WITH CONTINUED GROWTH AND SUCCESS

IRVINE, CA, (January 2015) – [Studio Chateau](#), the most innovative and cutting-edge new home custom options selection software program, closes 2014 with incredible growth and success. With 595 new homebuilder communities using Studio Chateau, the software has sold over \$213 million in flooring in addition to \$752 million in option sales. Currently, over 40,000 homebuyers, vendors and builders are utilizing Studio Chateau.

“The momentum we are experiencing nationally has confirmed the housing market recovery and we forecast continued growth in 2015,” stated Carolyn Little, President of Studio Chateau. “With an average 5,250 logins weekly and 46 minute sessions per user, our clients are thrilled with the increased revenue that Studio Chateau provides,” continued 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 continues to rise, 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 homebuilder options and is currently servicing over 26,000 lots. For more information, visit online at www.studiochateau.com. or call Options Analyst Lynn Ellis at (619) 916-7959 for more information.

#