



## STUDIO CHATEAU DEBUTS AT INTERNATIONAL BUILDERS SHOW

JANUARY, 2011 (Irvine, CA) – [Studio Chateau](#), a web-based [options selection](#) and management program, makes their debut at the National Association of Home Builders annual [International Builders' Show](#) (IBS) January 12<sup>th</sup> – 15<sup>th</sup> in Orlando, Florida. IBS is the largest residential trade show in the world and brings together construction pros all in one place to showcase products and educational programs

Studio Chateau will be located at booth W4674 to provide interactive demonstrations of their innovative new software. Those participating in the live demos will be entered into a drawing for a free Apple iPad and the lucky winner will be announced on the final day of the expo.

“We’re looking forward to sharing our latest technology with home builders at IBS in January and further expand our portfolio in 2011,” stated Carolyn Little, Vice President of Options Management. “Through the iPad giveaway and product demonstrations, we’re hoping to draw more attention to our online options selection program and demonstrate how easy this innovative internet-based system is to use.”

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 selection technology.

This expert system 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, complete flooring system, 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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word count: 357