



STUDIO CHATEAU DEBUTS CONCIERGE PROGRAM

Irvine, CA, March 1, 2012 – [Studio Chateau](#), the most innovative and cutting-edge new home custom options software program is designed with their homebuilder client in mind, turning requests into reality with just the click of the mouse. Highly skilled options analysts will guide customers step by step through their experience to discover the ultimate in the [options selection](#) process.

Experience “The Magic Touch,” Studio Chateau’s five star approach to servicing their clients from initial contact through completion. Top of the line service and a stellar support team is the company’s number one priority. The VIP concierge program is designed to make the client feel valued and appreciated. “Client satisfaction is of the utmost importance and we strive to perfect the software functionality to perform as uniquely and individual as the homes themselves” stated Carolyn Little, Vice President of Options Management. “With first quarter coming to a close, we are thrilled with the continuous upgrades integrated into the system so we may continue our white glove service to our customer base,” noted 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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