



BENCHMARK COMMUNITIES SELECTS STUDIO CHATEAU

AS ONLINE OPTIONS PARTNER

APRIL 2015 (IRVINE, CA) – [Studio Chateau](#), the most innovative and cutting-edge new home custom options software program, has been selected by national homebuilder Benchmark Communities to execute their online [options selection](#) program.

Studio Chateau will launch at the Benchmark Communities neighborhoods located in Northern and Southern California. Benchmark's "Everything Matters" approach to homebuilding begins with design input from real families. They combine energy-efficient construction technology with top quality materials and the industry's finest trades to create homes and neighborhoods that live as well as they look. The difference is something homebuyers will notice right away and appreciate for years to come.

"We are looking forward to introducing our software capabilities to the West Coast Divisions of Benchmark Communities," stated Carolyn Little, President of Studio Chateau. "Benchmark Communities is a well-respected builder synonymous with dynamic design and functionality and Studio Chateau will further complement their progressive style."

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 & Design](#), a full-service interior design center focused on meeting the needs of the [builder options](#) program.

Studio Chateau's 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. For more information regarding Studio Chateau or Benchmark Communities, visit www.studiochateau.com, call Studio Chateau's options analyst Lynn Ellis direct at (619) 916-7959 or Jacquelyn Blomseth with Benchmark Communities Corporate Sales & Marketing at (408) 207-9499.

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