



## STUDIO CHATEAU PARTNERS WITH PICKETFENCE DESIGN

(Irvine, CA) – [Studio Chateau](#), the Internet based [options selection](#) program recently announced its partnership with [Picketfence Design](#), the San Diego based experts in flooring design and installation.

“**Studio Chateau** has teamed up with **Picketfence Design** to showcase and promote the ease of our [online options](#) technology,” stated Carolyn Little, Vice President of Options Technology.

“**Picketfence Design** has provided flooring options to many home builders in Southern California throughout the years. They are confident in recommending our software which creates an enjoyable, streamlined experience for new home purchasers and design centers alike.”

The new partnership has already retained the business of newly formed company KirE Communities who will utilize Studio Chateau technology for **options selections** with their new community Black Canyon Estates in Ramona, CA.

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 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.

Studio Chateau improves communications during the new home purchase and interior options selection process. The web-based program connects the homebuyer, sales, design center, purchasing, accounting, construction, trade partners, subcontractors and escrow by providing them all with accurate real-time information.

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.

Studio Chateau is the national leader in design center technology for builder options. Visit [www.studiochateau.com](http://www.studiochateau.com); call Lynn Ellis (619) 916-7959 or Dave Snow (602) 920-1564.

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