



## Studio Chateau Closes 2017 With Continued Growth,

### Success And Wins Best Design Software

IRVINE, CA, (APRIL 2018) – [Studio Chateau](#), the most innovative and cutting-edge new home custom options selection software program, closes 2017 with significant growth and success from years prior. With over 1,000 new home communities using Studio Chateau, builders using the software have sold over \$448 million in flooring in addition to over \$1.8 billion in option sales. Currently, over 67,000 active user accounts are utilizing Studio Chateau to sell their options and upgrades. Clients are actively engaged with the software and average login sessions are 50 minutes.

Studio Chateau was honored in December with the Best Design Software award at the TechHome Builder Summit. The TechHome Brilliance Awards recognize leaders in new home technology. New home technology products and excellent services from home industry professionals are driving the TechHome dream forward, improving the way Americans live. The TechHome Builder Summit is the tech strategy event for high-volume, luxury and multifamily builders and architects. This VIP event draws decision makers from builders and architects nationwide for intensive education, networking and partnership building with the industry's leading tech vendors.

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 44,000 lots. For more information, visit online at [www.studiochateau.com](http://www.studiochateau.com). or call Vice President of Client Services Lynn Ellis at (619) 916-7959.

# # #