

# Income/Expense IQ: Frequently Asked Questions

## For Previous Submitters: What's New?

- **Will I need to create an account in the new system?**  
Yes. Previously, property data was tied to a single user. Now, property data will be tied to the company account created, which can have multiple users. Any users within the company account can be given rights to enter and view property profile information. To facilitate this, you will need to create a new account on the Lobby CRE platform. Benchmarks will be available at the company level – for all users within that company.
- **Will my property profile information be carried over from the previous system?**  
No. There is a one-time onboarding of your property profile information into the system. This will allow you to confirm the accuracy of all data entered. All property profile information entered will appear next year when you go to submit your income/expense data again.

If you have multiple properties to enter, you can upload from a master Excel or CSV report that contains the relevant property data.

## Submitting Data

- **In what formats can I upload my income and expense data?**  
Data can be uploaded in Excel format, or direct link with several common property management software systems.
- **How can I submit data on a portfolio of buildings?**  
If your organization would like to submit data on twenty or more buildings, we can help you onboard by connecting you with the Lobby CRE team. Email: [incomeexpense@irem.org](mailto:incomeexpense@irem.org), and we will be happy to facilitate this!
- **Can I schedule reports for future delivery?**  
After submitting the Operating Statement (T12) to the portal, you can Schedule Reports for future delivery.
- **What is the deadline for data submission?**  
For 2021, the data submission deadline is June 1.
- **Can I submit data if I am not an IREM Member?**  
Yes, you can submit data and purchase benchmarks, even if you are not an IREM member. You will need to create an IREM login and a Lobby CRE login.

## Benchmarks

- **When will benchmarking data be available?**  
All benchmarks will be available in Q3. Email communications will be shared when products are ready for access and purchase.
- **Will I receive complimentary benchmarks as a data submitter?**  
Yes, your complimentary digital benchmark product will be available in Q3.
- **Will I receive complimentary benchmarks as a CPM®?**  
Yes, your complimentary digital benchmark product will be available in Q3.
- **Will there be published books, as in previous years?**  
No. All benchmarks will be accessed via the digital platform. Data can be exported in Excel formats.
- **Can I purchase data if I am not an IREM Member?**  
Yes, you can submit data and purchase benchmarks, even if you are not an IREM member. You will need to create an IREM login and a Lobby CRE login.
- **Will 2019 IE books still be available for purchase?**  
2019 I/E books will be sold until the new benchmarks are available.
- **Do you have an example of what benchmarks will look like in the new system?**  
Yes, click [here](#) for more information and examples.

## About the Platform

- **Who is Lobby CRE?**  
Lobby CRE is a SaaS platform that helps commercial real estate firms transform their portfolio with intelligent data and portfolio management. IREM has partnered with Lobby CRE because they have proven success in investment real estate data ingestion and analysis. Access all of your data sources and automate performance reporting across all of your properties with one platform.
- **Is my property information and data secure?**  
Lobby secures data using top encryption methods – AES 256-bit and TLS/SSL, protects backups with 99.999999999% data durability, and includes support for compliance standards, such as FINRA and ISO 17799 and 27001. Lobby also carefully monitors systems for any suspicious activities. Your data will always be anonymous.
- **Is Lobby CRE a free tool for IREM members?**  
A portion of Lobby CRE is being used in partnership with IREM for the Income/Expense IQ. The features you are able to use in the platform are free to you. Easily and securely submit your reports through this digital platform in order to compare the performance of your properties, visualize opportunities inside your portfolio, and identify what needs your attention from one interactive dashboard. You may find areas that are not accessible. Those areas require a paid subscription. If you'd like to demo or activate any of those areas, please contact: [sales@lobbycre.com](mailto:sales@lobbycre.com).

- **What asset classes will be prioritized for this year?**  
Benchmarks for multifamily properties, office buildings, and industrial properties will be prioritized for this year.
- **Will more asset classes be added for future years?**  
Yes, additional asset classes will be considered for data collection and benchmarking going forward.

## Additional Support

- **Where can I go for additional support?**  
All end-user support for the new portal is provided by Lobby CRE Client Success staff:  
[support@lobbycre.com](mailto:support@lobbycre.com). Hours are weekdays from 9am ET- 6pm ET.

[User Guide](#)

[Help Center](#)