

## Brand-new to I/E IQ? Start here:

- **Will I need to create an account in the new system, Lobby CRE?**

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 access to enter and view property profile information. There is no limit to the number of users per company. Benchmarks will be available at the company level for all users within that company. To facilitate this, you will need to create a new account on the Lobby CRE platform.
- **How do I create an account?**
  1. Click this link: [Lobby CRE](#)
  2. Enter your information and click "Create Account."
  3. You will receive an email from Lobby CRE. Open the message and click the confirmation link to activate your account. Please check your junk email folder if you do not see the email in your inbox.
  4. Login to Lobby CRE with your credentials.
- **How do I add multiple users to my account?**

To add users, please visit <https://app.lobbycre.com/admin>
- **Was my property profile information carried over from the previous system?**

2020 was the first year Benchmarks were delivered digitally. If you have not participated since then, there is a one-time onboarding of your property information into the system. This will allow you to confirm the accuracy of all data entered. All property information entered will appear in your account when you submit your income/expense data. Submitters are encouraged to add as much information as possible to make the Benchmarks robust.
- **How do I add a property?**
  1. Click on "Properties" on the left side of the page.
  2. Click the green plus button next to the "Properties" header.
  3. Follow the steps to "Quick Start: Add a Property" to enter property details one by one.
- **How do I add multiple properties?**
  1. Follow the steps to "Quicker Finish: Import All Properties" to do a bulk upload using the Properties Template. If you have multiple properties to enter, you can upload from a master Excel or CSV report that contains the relevant property data.
  2. Click the "Properties Template" button to download the bulk upload excel template file. Fill it out accordingly, with all your property information. The columns highlighted yellow have dropdowns from which to select.
  3. Once completed, click the "Upload Properties" button to upload your property data.
  4. Click on "Properties" again and select "Properties: List View" to view your uploaded properties.

## Submitting data

- **In what formats can I upload my income and expense data?**  
Data can be uploaded in Excel or CSV format. Your twelve-month income statements (T12) from January – December is required. A separate file for each property is needed.
- **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 twelve-month income statements (T12) to your Lobby CRE account, you can schedule reports for future delivery. Please reach out to [support@lobbycre.com](mailto:support@lobbycre.com) for assistance.
- **What is the deadline for data submission?**  
The data submission deadline is typically June 1 of each year.
- **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.

## Benchmarks

- **How do I purchase benchmarks?**  
To purchase benchmarks:
  1. Click on "Settings" in the bottom left corner of the page.
  2. Click on "Marketplace."
  3. Use the dropdowns to search for your desired "Property Type" and "MSA."
  4. Purchase tokens and apply them to desired benchmarks.  
To view purchased benchmarks:
  1. Click on "Dashboards" on the left side of the page.
  2. Click the green plus button next to the "Dashboards" header.
  3. Click "Add" on the "Benchmark Dashboard" card.
  4. Click "Add Financials."
  5. Filter using the "Data Set" dropdown and select "Benchmark MSA's."
  6. Select your purchased data under "Select Financials" using the plus button next to each name.
  7. Click "Apply Changes" to view data.
  8. You can download the report using the down arrow icon in the top right corner of the page.
- **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, for all available benchmark MSAs for one asset type.
- **Will there be published books, as in previous years?**  
No. All benchmarks will be accessed via the digital platform in Lobby CRE. 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.
- **Will 2019 IE books still be available for purchase?**  
Starting in 2020, books will not be published. Benchmarking data will be available via Lobby CRE.

## About the platform

- **Who is Lobby CRE?**  
Lobby CRE is an asset management platform designed to manage and optimize cashflow for faster returns to Sponsor and Investors. We've 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 as an IREM member. 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:  
[support@lobbycre.com](mailto:support@lobbycre.com)



# Frequently Asked Questions

- **What asset types will be prioritized for this year?**  
Benchmarks for multifamily properties, office buildings, and industrial properties will be prioritized for this year.
- **Will more asset types be considered in 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 support for the benchmark dashboards is provided by Lobby CRE Client Success staff: [support@lobbycre.com](mailto:support@lobbycre.com). Hours are weekdays from 9am ET- 6pm ET.