

FAQ: Income/Expense IQ Benchmark

Accessing benchmark data

Q: If I submitted property data for 2024, how do I access my complimentary benchmarks?

A: To access your token, please go to [Lobby CRE's Marketplace](#).

If someone in your organization/account has not redeemed the token yet, you will see the following purple banner, stating:

"One universal token provides organizational access to ALL the MSAs in a property type class for one specific year. Note that each universal token can only be applied once, so be sure to explore all the property types before redeeming it. To redeem your universal token, select the desired property type and year below and then click the purple Use 1 Universal Token button on the right."

Marketplace

[Administration](#)

Great News. You have 1 Universal Token!

One universal token provides organizational access to ALL the MSAs in a property type class for one specific year. Note that each universal token can only be applied once, so be sure to explore all the property types before redeeming it. To redeem your universal token, select the desired property type and year below and then click the purple Use 1 Universal Token button on the right.

Start by Selecting a Property Type

Once you choose a property type, you can search by MSA to narrow the list.

Select a Property Type	Select a Year	Select an MSA	All MSAs
Select a Property T...	Select a Year	Select an MSA	<input type="checkbox"/> Only Available

[Clear All Filters](#)

Note: The 2024 submission deadline has passed. If you were unable to participate, we encourage you to participate next year when submission season opens around February.

Q: How do I purchase benchmarks?

A: Lobby CRE created a five-minute video that guides you through the process of purchasing and viewing benchmarks. [Watch the video](#).

Steps to purchase benchmarks:

- 1) [Access Lobby CRE's Marketplace](#).
- 2) Filter by property type using the three drop-down menus.
- 3) Select the desired benchmark MSA(s).
- 4) Add the necessary credits depending on the quantity of MSAs that you select.
- 5) Add to cart and proceed with the checkout process.

Building your Benchmark dashboard

Q: How do I view my purchased benchmarks?

A: Lobby CRE created a five-minute video that guides you through the process of purchasing and viewing benchmarks. [Watch the video.](#)

Steps to view your purchased benchmarks:

- 1) Click "Intelligence" on the navigation bar.
- 2) Click the blue "Add Dashboard" text button.
- 3) Locate "Benchmark Dashboard" under the "Blank Templates" section and click "Add".
- 4) Once redirected, click "Add Financials". A drawer will appear, outlining three sections/steps to add financials.
- 5) Using Section 1, filter your financials. The "Data Set" filter enables you to navigate between your property's data (Actual) and purchased benchmarks (Benchmark MSAs).
 - a. Note: If you did not upload and submit property data, select Benchmark MSAs for the Data Set and continue to Step 6.
- 6) Using Section 2, select your financials and/or purchased benchmarks.
- 7) Using Section 3, click "Add Calculation" to create a variance between your property's data and the benchmark data.
 - a. Note: If you did not upload and submit property data, you may skip this step.
- 8) Click "Apply Changes".
- 9) Once redirected, you can:
 - Expand line items for more granular detail.
 - Filter benchmark data even further using the three-dot icon in the benchmark column header.
 - Download the information (export is an Excel file) using the download icon in the top right corner.

Contacting Support

Q: Who can I contact for support and technical questions?

A: All benchmark-related support is provided by the Lobby CRE team, and they can be reached at support@lobbycre.com. Hours of operation are weekdays from 9:00 A.M. ET – 5:00 P.M. ET.