Please read the following!

Overview

The Income/Expense IQ Benchmarks program is comprised of two phases – **data submission** and **benchmark reporting.** This document is meant to support and guide participants through the data submission phase. Additional information and resources for the benchmark reporting phase will be communicated later in the year.

Dates

The deadline to upload your 2024 T12 reports is **July 28, 2025.** Once all data has been collected and standardized, the Income/Expense IQ Benchmarks will be released during **September.**

Concierge Service

If your portfolio has **more than 20 properties,** Lobby CRE's Relationship Management team will do the heavy lifting and ensure all your properties are set up correctly and twelve-month income statements (T12) are automatically uploaded to Lobby CRE. Click here to get started.

Setting Up Your Account

How do I create an account?

Create your complimentary Lobby CRE account by clicking the appropriate link below. Afterwards, you will receive a confirmation email from Lobby CRE prompting you to activate your account.

IREM Members | NAA Members | BOMA Members

Not a member? No problem! Click the link below and follow the same instructions as above.

Create Lobby CRE Account

How do I invite users?

To invite users to your Lobby CRE account, click HERE and follow the steps below.

1) Click the green Add User text button.
2) Enter the user's first name, last name, and email.
3) Click Add New User.

Creating Your Properties

To upload/submit a property's twelve-month income statement (T12), you must first create a property in Lobby CRE. You may do so one property at a time or in bulk.

One Property

To add one property to your Lobby CRE account, click HERE and follow the steps below.

1) On the left module, click Add & Enter Details.
2) Enter the necessary property information.
3) Click Save.
4) To view your properties, click your avatar in the top right, and then click Properties.

Multiple Properties

To add multiple properties to your Lobby CRE account, click HERE and follow the steps below.

1) On the right module, click Properties Template (this will prompt an Excel file to download).
2) Locate and open the downloaded Excel file on your computer. Note the Excel file has two tabs: 1) Instructions and 2) Property List. After you've read the instructions, begin entering the property data on the second tab (required fields are noted with an asterisk).
3) Once you're finished entering property data, save the file on your computer as an Excel Workbook (*.xlsx).
4) Navigate back to Lobby CRE and click Upload Properties.
5) Drag and drop the Excel file or click Select Property Data to Upload.
5) Click Upload.
6) To view your properties, click your avatar in the top right, and then click Properties.

Uploading Property Financial Data

In what formats can I upload my property's financial data?

Data can be uploaded in Excel or CSV format. Your twelve-month income statements (T12) from January–December are required. Please note a separate file for each property is needed.

How do I upload my property's financial data?

Data can be manually uploaded or automated through scheduled reports, which is a quicker method to get your property's financial data into Lobby CRE. Click here to automate this process.

To manually upload your property's financial data, please follow the steps below.

1) Click your avatar in the upper right corner and click Properties from the dropdown menu.
2) On the Properties overview page, select the desired property's name.
3) Once redirected, click the Upload Reports tab.
4) Using the first dropdown, select the property management system and then click the blue instructions button.
5) You will be redirected to a Data Extraction/Upload user guide for that specific property management system. Follow the steps as instructed.
6) Navigate back to the Upload Reports tab and click the green Upload Reports button.

Submitting Property Financial Data

How do I submit my property's financial data to the Income/Expense IQ Benchmarks?

Once your property's financial data has been uploaded, the Lobby CRE team will review the information, map it to the benchmark's general ledger accounts, and then submit it to the Income/Expense IQ Benchmarks.

Will I receive complimentary benchmarks as a data submitter?

Yes, you will receive a token in Lobby CRE that can be redeemed for benchmarks in the in-app marketplace. For example, if you submit multifamily property data, you will receive one token for ALL multifamily MSA benchmarks. In other words, you receive one token for each asset class that you submit.

About Lobby CRE

Who is Lobby CRE?

Lobby CRE transforms commercial real estate asset management with automated operational and financial data intake, intelligent performance analysis and reporting, industry benchmarking, and configurable dashboards — all within one platform. Lobby CRE creates opportunity to 'see around the corner,' quickly capturing critical insights that drive performance across operations management, debt management, and equity management.

Is my data secure in Lobby CRE?

Lobby CRE 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 CRE also carefully monitors systems for any suspicious activities. Your data will always be anonymous.

Additional Support

Who can I contact for support and technical questions?

All benchmark-related support is provided by Lobby CRE's Relationship Management team, and they can be reached at support@lobbycre.com. Hours of operation are weekdays from 9:00 AM ET – 5:00 PM ET.

Who can I contact to see a full demo of Lobby CRE?

To schedule a demo, please click HERE and fill out the required fields.