



Frequently Asked Questions

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

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

Yes. 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 previous NAA Income & Expenses Surveys?**

No. The 2021 Income/Expense IQ uses a completely different system to collect your income and expense data. There is a one-time onboarding of your property information into the LobbyCRE system. 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.



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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 Angelo Mazzella (amazzella@thirtycapital.com) who is the Head of Client Success at Lobby CRE.
- **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 for assistance.
- **What is the deadline for data submission for my data to be included in the annual Income/Expense IQ benchmark?**
The data submission deadline is typically June 1 of each year.
- **Can I submit data if I am not an NAA or IREM Member?**
Yes, you can submit data and purchase benchmarks, even if you are not an NAA or 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.



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- **Will I receive complimentary benchmarks as a data submitter?**

Yes, your complimentary digital benchmark product will be available in Q3.

- **Can I purchase data if I am not a NAA Member?**

Yes, you can submit data and purchase benchmarks, even if you are not a member of NAA. You will need to create a NAA login and a Lobby CRE login.

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. NAA and IREM have partnered with Lobby CRE because they have proven success in investment real estate data ingestion and analysis. The Lobby CRE platform allows users to 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 99.9% 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 NAA and IREM members?**

A portion of Lobby CRE is being used in partnership with IREM for the Income/Expense IQ. The features you can use in the platform are free to you as an NAA or IREM member. Easily and securely submit your reports through this digital platform 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



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- **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 or call 833.229.3805. Hours are weekdays from 9am ET- 6pm ET.