Brand-new to I/E IQ?

Watch the I/E IQ Benchmarks data <u>tutorial</u> (5 minutes)

- **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: <u>Lobby CRE</u>
  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. Log in to Lobby CRE with your credentials.

- **How do I add multiple users to my account?**
  1. Click your avatar in the top right and then click <u>Administration</u>.
  2. Click <u>User Management</u>.
  3. Click the green "Add User" text button.

- **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 your avatar in the top right and then click <u>Properties</u>.
  2. Click the blue <u>Add Properties</u> text button.
  3. On the left module, click "Add & Enter Details."
  4. Enter the necessary property information and click "Save."
  5. To view your properties, click your avatar in the top right, and then click <u>Properties</u>.

- How do I add multiple properties?
    1. Click your avatar in the top right and then click <u>Properties</u>.
    2. Click the blue <u>Add Properties</u> text button.
    3. On the right module, click "Properties Template" (this will prompt an Excel file download).
    4. Locate and open the downloaded Excel file on your computer. Note there are 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).
    5. Once you're finished, save the Excel file on your computer.
    6. Navigate back to <u>Lobby CRE</u> and click "Upload Properties" on the right module.
    7. Drag and drop the Excel file or click "Select Property Data to Upload."
    8. Click "Upload."
    9. To view your properties, click your avatar in the top right, and then click <u>Properties</u>.

Benchmarks

- How do I purchase benchmarks? To purchase benchmarks:
    1. Click your avatar in the top right and then click <u>Administration</u>.
    2. Click <u>Marketplace</u>.
    3. Use the dropdowns to search for your desired "Property Type," "Year," and "MSA."
    4. Select the desired benchmark MSA(s).
    5. Add the necessary number of credits.
    6. Add to cart and proceed with the checkout process.

    To view purchased benchmarks:
    1. Click <u>Dashboards</u> on the navigation bar.
    2. Click the blue "Add Dashboard" text button.
    3. Locate Benchmark Dashboard (under Blank Templates) and click "Add."
    4. Once redirected, click "Add Financials."
    5. In Section 1, filter using the "Data Set" dropdown and select "Benchmark MSAs."
    6. In Section 2, select your purchased data 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.

    To create a side-by-side comparison of your property's data and the relevant benchmark data, <u>begin watching the tutorial at timestamp 2:25</u>.

- 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 or 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.

- **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, more predictable returns to the Sponsor and Investors. 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 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.

- **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: sales@lobbycre.com

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