

## Income/Expense IQ Benchmark timeline

# Key dates for seamless participation & Powerful market insights

The Income/Expense IQ Benchmark offers the industry's most comprehensive nationwide benchmark data. Powered by a strategic partnership among four CRE industry leaders - IREM<sup>®</sup> (Institute of Real Estate Management), the National Apartment Association (NAA), the Building Owners & Managers Association (BOMA), and Lobby CRE — this powerful resource empowers CRE professionals to compare property performance against relevant benchmarks. By leveraging this data, users can pinpoint areas for improvement, uncover new opportunities, and effectively inform their budgets for the following year.

The following timeline details important dates that make participating in the program a breeze.

### January 1 - 31

To participate in the program, you need to create your complimentary Lobby CRE account. Simply click the link below to get started.

**IREM member**

Not a member? No problem!

**Create an account**

### August 1 - 31

Once all data has been collected and standardized, the Income/Expense IQ Benchmark will be generated. The exact release date varies based on the volume of submissions but is typically available during the month of August.

### February 1 - July 28

Submission season is when participants add their properties to Lobby CRE and upload T12 reports from the previous year (note: Each property only needs to be added once). After the data is uploaded, the Lobby CRE team reviews the information, maps it to the benchmark's general ledger accounts, and then submits it to the Income/Expense IQ Benchmark.

Did you know? By submitting your data, you'll receive a token in your Lobby CRE account, granting you access to all benchmark reports for a specific year and property type.

Visit the [Help & Resource Center](#) for user guides on adding properties and submitting data.

### September 1 - December 31

Reporting season, which aligns with budget season, is when participants can access benchmark reports in Lobby CRE's marketplace. These are broken out by property type, year, and metropolitan statistical area (MSA). Once you've selected your desired benchmark reports, simply create a Benchmark Dashboard to compare your property's performance against relevant market data.

Visit the [Help & Resource Center](#) for user guides on navigating the marketplace and creating a Benchmark Dashboard.