



COMPANY PROFILE



WHO WE ARE



We are a real estate development firm that seeks to reinvent the real estate business in Nigeria. We understand that home is where the heart lies, and our team of experts is dedicated to helping our clients build their dream property, brick by brick.



OUR COMMITMENT

OUR COMMITMENT

COMPANY PROFILE

We believe everyone deserves a place to call home. We are committed to providing exceptional service, in-depth market knowledge, and unwavering dedication to your home ownership and investment goals.

We achieve this through professionalism, efficiency, attention to detail, and a relentless pursuit of your best interests, fostering a long-term partnership built on trust and expertise.

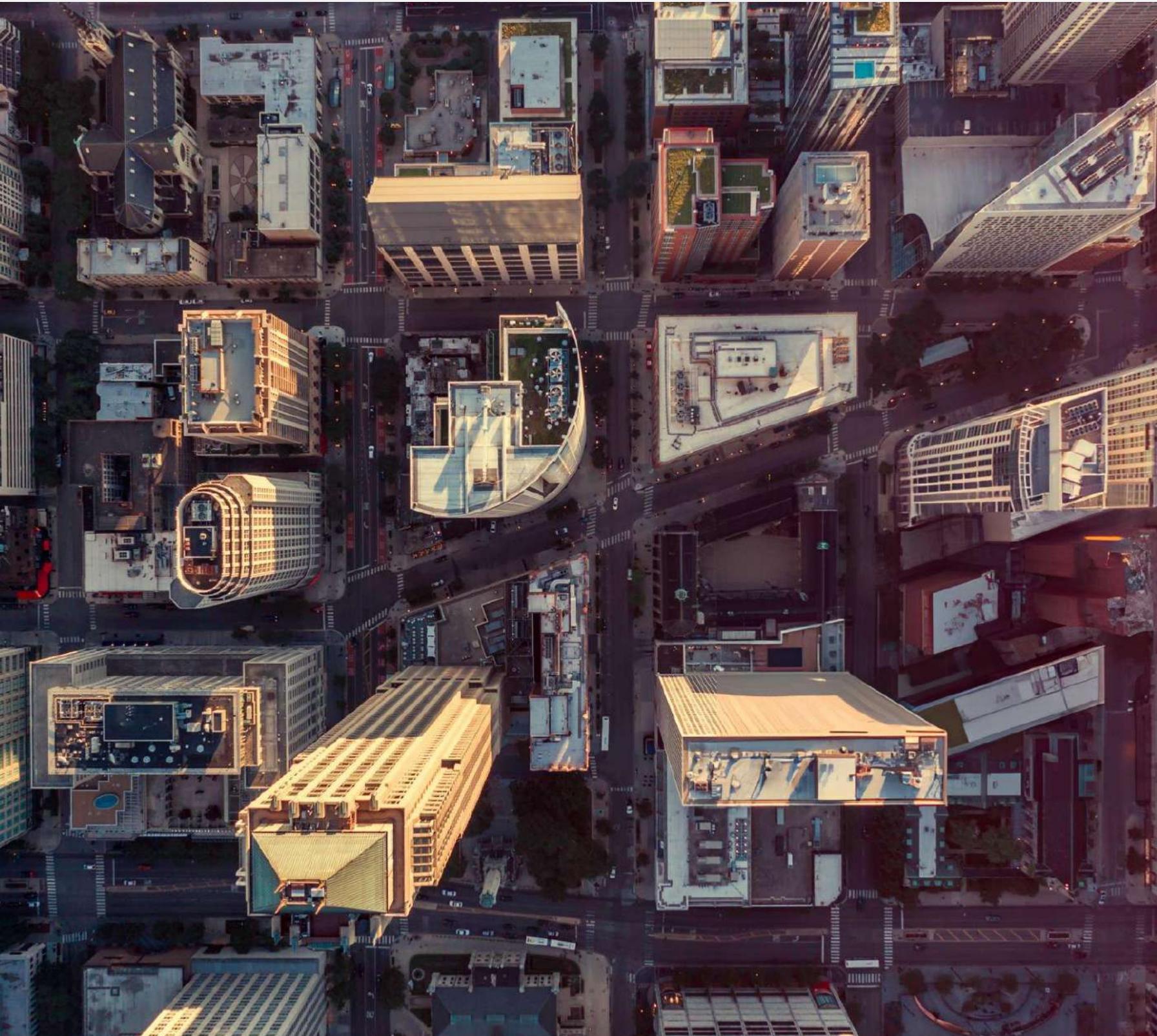
CRITERION HOMES

OUR VISION

OUR VISION

To be the development company of choice by positioning real estate as a foundation for a sustainable and enriched living.





OUR MISSION

OUR MISSION

To ensure the prosperity and satisfaction of all stakeholders through our commitment to excellence, innovation, professionalism, environmental stewardship and transparency.

CORE VALUES

CORE VALUES

TRUSTWORTHY

Trust is the foundation of what we do at Criterion Homes. We believe in building long-term relationships based on transparency and honesty.

DISCIPLINE

Dedication to delivering exceptional real estate services to our clients is a reflection of our discipline in making well-informed decisions for the future.

RESPONSIBILITY

We hold ourselves to the highest ethical standards, acting with integrity in every interaction.

EMPATHY

We understand you. We listen to your unique goals and support you every step of the way in building not just your home but your hopes and dreams.

GROWTH

While we continuously expand our expertise to serve you in an ever-dynamic industry, we empower you with the knowledge required to grow and navigate the market.

COMMUNITY

At Criterion Homes, we believe in building together. We develop sustainable and vibrant communities where everyone thrives.

VALUE PROPOSITION

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Our team possesses expertise in creating sustainable, modern, and innovative developments. Collaborating with us entails gaining access to state-of-the-art designs, environmentally conscious construction practices, and an unwavering dedication to excellence.

01 | Sustainable and Innovative Development

We build with the future in mind to develop properties that deliver lasting value.

03 | Maximized Return on Investment (ROI)

We leverage expertise to identify high-potential properties and help you achieve optimal returns.

05 | Transparent and Collaborative Partnership

Achieving your real estate goal is our priority. We keep you informed and in control through collaboration and open communication.

02 | Tech-Driven Project Management

We utilize technology to streamline communication, provide transparency, and ensure a seamless project delivery.

04 | Regulatory Compliance and Legal Security

Working with Criterion Homes comes with peace of mind. We provide legal security and ensure your project adheres to all regulations.

06 | Comprehensive Facility Management Services

We offer a comprehensive suite of facility management services, keeping your property running efficiently and allowing you to focus on what matters most - your home.

OUR SERVICES

- Real Estate
- Investment
- Infrastructure
- Advisory



THE TEAM



HAKEEM BAKARE
Managing Director/CEO

LETAM WIWA, MA, LLB, BL
Director

OLAYINKA ARASI
Director

HAKEEM BAKARE

Managing Director/CEO



PROFILE

For close to two decades, Hakeem Bakare, the CEO and Managing Director of Criterion Homes has cultivated a distinguished career in real estate, marked by consistent advancement and a demonstrably successful track record.

Hakeem's professional journey commenced within Propertymart Real Estate's (2009) sales and marketing division. His exceptional talent fostered rapid progression through diverse roles, equipping him with an unparalleled understanding of the industry's intricacies. In 2017, Hakeem transitioned to Grenadines Homes as the Regional Director of two subsidiaries in the northern region where he successfully delivered two projects: Grenadines Resort, Katampe, Abuja; and Micheville Estate, Lokogoma District, Abuja. He played a comprehensive leadership role, encompassing sales and marketing, business development, strategic execution, construction management, and the skillful coordination of the two subsidiaries.

In 2022, Hakeem returned to Propertymart's Lagos headquarters to lead a pivotal turnaround project. He empowered middle management and spearheaded sales and marketing efforts. He delivered four major projects totaling approximately 200 units within a two-year period. Additionally, he played a key role in formulating strategy, managing resources (human, financial, and material), business development, overseeing projects, and forging strategic partnerships. Data-driven analyses informed his decision-making. Hakeem holds a Bachelor of Arts (Education) from the University of Lagos and has further bolstered his expertise through professional development opportunities and certificates from both Lagos and Harvard Business Schools.

LETAM WIWA, MA, LLB, BL

Director



PROFILE

With an illustrious career spanning nearly three decades in property law and real estate development, Letam Wiwa has continually raised the bar for industry standards and best practices. He has developed high-profile properties in Lagos, Port Harcourt, and Abuja, including the prestigious Katampe Heights Apartments (KHA) 1 and KHA 2, along with other luxury residences. As the Managing Partner at Bogana Chambers and based in Abuja, Letam Wiwa's profound legal expertise and development acumen ensure exceptional value and reliable outcomes for all stakeholders involved.

OLAYINKA ARASI

Director



PROFILE

Olayinka Arasi is a distinguished legal expert with over 16 years of experience in providing high-level legal, compliance, and regulatory advisory services. His expertise encompasses dispute resolution, risk management, business and commercial law, corporate affairs, land transactions, contracts, and employment law.

Yinka has notably represented the Minister of the Federal Capital Territory in intricate land disputes and offers comprehensive advisory services to clients in the real estate and construction sectors. He was instrumental in the legal team for Nigeria's first airport and road concessionaire under a Public-Private Partnership (PPP) and led legal due diligence for over 60 health start-ups in the Investing in Innovation program (i3), funded by the Bill and Melinda Gates Foundation.

He has previously served as Deputy Head of Chambers at a prominent commercial law firm and as acting Head of Legal for a Free Trade Zone company. Yinka is a member of the Nigerian Bar Association, the Chartered Institute of Arbitrators (UK), and the International Compliance Association (UK).



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