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Investment Strategy

At Criterion, every investment begins with a comprehensive valuation and acquisition process. Criterion makes accurate and timely decisions in-house, allowing us to move quickly on opportunistic investments. Local market knowledge and expertise is central to the formulation and execution of our investment strategy. Our extensive network of relationships enables us to identify and pursue opportunities long before they reach the market. Criterion’s equity partners gain access to privately negotiated, off-market transactions and benefit from our proven expertise in leasing, property management, and asset management.

Vertical Integration

Criterion’s vertical integration is the key to our success. Our multi-disciplinary teams enable us to envision and act upon a broad array of possibilities for each of our developments. Our skills and experience include in-house acquisitions, planning and design; asset management; tax and risk management; dispositions; and finance. Our smoothly integrated services generate high quality work, reduce project turnaround time, and add value to every aspect of our developments.

Our Team

Criterion’s managing team has experience in many aspects of the real estate market including acquisition, due diligence, market research, capital formation, investment structuring, asset management, and identification & disposition of distressed assets. Our team of architects, engineers, construction managers and financial analysts provides in-house support for each of our developments.

Our due diligence process includes:

1. Analysis of the supply and demand dynamics in the selected market and submarket.
2. Exhaustive analysis of rent rolls, expense line items and capital requirements.
3. Through local knowledge and hands on experience, we determine if an opportunity has underlying value that can be unlocked.
4. Detailed review of the existing or proposed financial structure.
5. In-house management and coordination of legal counsel, environmental consultants and property evaluation. Third party reports are obtained to verify all key elements of a transaction.