



Alia Bostaji, CHIA CHA

Hotel and Investment Sales
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Education or Qualifications

Business and Office
Management,
Alwasfeyyeh College – Jordan

Specializations

Brokerage: Landlord
Representation

Affiliations or Memberships

CHIA – Certification in Hotel
Industry Analytics
CHA - Certified Hotel Appraiser
CCIM - Candidate
Castel Program - Candidate
CREW – Commercial Real Estate
Women's Network - Member
AHLA American Hotel and
Leding Association

Area of Expertise

I specialize in the purchase and sale of hotels and hospitality properties. My responsibilities include representing owners and users in the acquisition and disposition of hotel properties and hotel site development. I am a big believer in the power of networking and relationships, connecting my clients with opportunities inside and outside of South Carolina.

I am a member of the Colliers National Hospitality Group, specializing in franchise negotiations, financing, rebranding and marketing from startup properties as well as turn-around investments. Some of these clients include large private and public REITs, management companies, lenders and services and owners/operators of hotel properties throughout the United States.

Business and educational background

I have a varied professional background, with experience in medical supplies sales and banking. My previous experience as a female business owner and supporter of business development gives me unique insights into the needs of owners, investors and users, helping me to translate their needs into smart commercial real estate decisions. It has also taught me the value of the boots-on-the-ground approach. I believe in knowing my market by being in it day after day.

I am currently pursuing my CCIM designation

Professional Accomplishments

In December 2022, I earned the Certified Hotel Appraiser (CHA) certification, the world's only valuation certification recognizing the unique knowledge and skills needed to value hotels. In October 2022, I was awarded an honorary professor for a day from the University of South Carolina (School of Hospitality, Retail and Sport Management). In April 2020, I completed the Certification for Hotel Industry Analytics (CHIA), a globally recognized professional credential that validates advanced knowledge in hotel industry analytics including foundational metrics, definitions, formulas and methodologies.

Community Involvement

I previously worked with the St. James Chamber of Commerce in Minnesota to start a marketplace for women-owned, home-based business. I was previously a member of the St. James Foundation, served on the board of the South-Central MN Habitat for Humanity, and am currently a Sergeant of the Rotary Club of Lexington. I am also a member of CREW Midlands.