



JENNIFER ALVARENGA

Real Estate Broker

I am an Ottawa real estate broker who is driven by honesty, integrity, and a genuine commitment to advancing my clients' success. Fostering meaningful, lasting relationships is not only my priority, it's my passion. Throughout my life, I have been given support, guidance, and life-changing opportunities, and I believe this is why I am motivated to empower others. My GoodStory team and I take great pride in the positive impact we are making in the real estate industry and in our contributions to our greater Ottawa community. My clients mean the world to me, and it is my deepest purpose to help them live their very own good story.

CONTACT DETAILS

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LANGUAGES

- English
- Spanish

TOP SKILLS

- Customer service excellence
- Creative and engaging marketing
- Negotiation and risk management
- High-end property marketing
- Real estate development

CERTIFICATIONS

- Seller Representative Specialist (SRS)
- Accredited Buyer Representative (ABR)
- Accredited Senior Agent (ASA)
- Certified New Home Specialist (CNHS)
- Residential Construction Certified (RCC)
- Master Certified Negotiation Expert (MCNE®)
- Certified Luxury Home Marketing Specialist™ (CLHMS) with GUILD recognition

MY GOOD STORY A PROFESSIONAL SUMMARY

From a young age, I was immersed in the world of business through my family's ventures, learning the importance of hard work, integrity, and perseverance. Inspired by my parents' determination and the transformative power of education, I became passionate about creating opportunities for others. After moving to Canada as an international student in 2004, I turned to real estate to secure my family's future. Guided by incredible mentors, I discovered my calling as a real estate agent.

Now, as a real estate advisor in Ottawa, I focus on building strong, lasting relationships with my clients. My determination to understand each client's unique needs is key in helping them to achieve their goals. To date, I have supported over 730 property transactions and contributed to the fulfillment of hundreds of good stories. Whether buying, selling, or investing, my mission is to provide people with exceptional service, expert advice, and unwavering integrity that empowers them to make informed decisions that ensures their next chapter is a joyful one.

A FEW GOOD STORIES—TESTIMONIALS

- “She has a high degree of integrity that she doesn’t compromise, and she is wise beyond her years. I admire her.” — Hugh Gorman, 3x returning client
 - “I had no idea that our kids would ever love a realtor so much... Our next adventure is taking us to Vancouver and one of the first things the kids asked was if the realtors were coming with us?” — Meg and Mark Rosen, former clients
 - “Jen is not just an agent, she is family. The value she brings to her clients is tremendous.” — Marc Morin, former client
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WORK EXPERIENCE

LICENSED REAL ESTATE BROKER

GoodStory • Powered by RE/MAX Hallmark - Ottawa, Canada

December 2022 - Present

Co-founded GoodStory, a warm, creative, and people-driven real estate team that delivers excellence to the city of Ottawa. GoodStory is the rebranded identity of my real estate team within our RE/MAX organization, a company of which I’ve been a part of since 2017. At GoodStory, we believe that real estate is about more than just buying and selling properties—it’s about guiding you to the next chapter with remarkable customer care and industry expertise. Our name captures our purpose and embodies our greatest wish—that your next chapter will be your best chapter.

- Assist clients in buying, selling, and leasing properties
- Oversee the entire transaction process, including negotiations and contract drafting
- Positively impact the lives of my clients and the Ottawa community as a whole
- Continue to push boundaries and pioneer creative, holistic, and strategic paths to successful outcomes in the world of real estate

LICENSED REAL ESTATE BROKER

Ottawa Real Estate Board - Ottawa, Canada

December 2011 - Present

- Provide clients with buying, selling, and investing support
- Impart real estate knowledge to clients and greater community
- Go above and beyond by offering customer service excellence
- Effectively changed the way that properties are marketed in the city of Ottawa

PRESIDENT

AZZURE Holding Corp. - Ottawa, Canada

July 2009 - Present

- Co-founded and managed investments for our family-owned real estate company
- Acquired condos and expanded into the multi-unit real estate space

ADVISOR

Hidro Energía - Tegucigalpa, Honduras

February 2016 - January 2020

- Supported the development of hydroelectric projects in Honduras
- Collaborated with the internal team and assisted with equipment procurement, including negotiations
- Drove community engagement to align with corporate social responsibility goals
- Contributed to sustainability efforts

EXECUTIVE COUNCIL MEMBER

Ottawa Real Estate Board - Ottawa, Canada

April 2017 - August 2018

- Served as a member of the Commercial Services Division Executive Council at the Ottawa Real Estate Board
- Collaborated with industry professionals to shape policies and strategies that enhance the commercial sector
- Contributed to initiatives aimed at promoting industry best practices
- Advocated for member collaboration and led positive change in the Ottawa market

LICENSED REAL ESTATE SALESPERSON

Century 21 Canada Limited - Ottawa, Canada

December 2011 - December 2016

- Provided my clients with exceptional real estate service as a solo agent
- Exemplified care, strategy, and passion throughout all aspects of my work
- Put people first and offered genuine, practical guidance

PRESIDENT

OCSCC#878 Condominium Corp. (234 Rideau Street) - Ottawa, Canada

November 2011 - July 2013

- Led the board in the successful transition of the condominium from the developer to independent management
- Oversaw performance audits, handled Tarion warranty matters, and coordinated with various stakeholders, including the property management company
- Worked closely with the board to establish a solid foundation for the building's long-term management and ensure its future success and operational efficiency

BUSINESS AND MARKETING CONSULTANT

Century 21 Action Power Team Ltd West - Ottawa, Canada

October 2011 - February 2012

- Helped improve office systems, marketing strategies, and business processes
- Observed the significant impact that a caring and expert approach can have on people's futures

ASSISTANT TO AMBASSADOR AND DIPLOMATIC REPRESENTATIVES

Embassy of Honduras - Ottawa, Canada

October 2006 - March 2007

- Assisted the ambassador and diplomatic team at the Embassy of Honduras in Ottawa on an ad honorem basis
- Supported various diplomatic initiatives, including organizing events, liaising with government officials, and handling communications between the embassy and key stakeholders
- Gained valuable insights into international relations, diplomacy, and the role of embassies in fostering bilateral ties

ADMINISTRATIVE ASSISTANT

Grupo Plaza Azul Ingelsa - Tegucigalpa, Honduras

May 2003 - September 2004

- Supported various tasks in property management, marketing, and leasing of commercial real estate, successfully attracting international and local tenants, including USAID, Equifax, and the embassies of Panama, the Dominican Republic, and Ecuador

TRANSLATOR AND COORDINATOR

INGELSA S. de R.L. - Tegucigalpa, Honduras

April 2001 - September 2003

- In partnership with SIEMENS, our company successfully deployed the ARCOS submarine fiber optic cable system—a future-proof, multigigabit undersea network designed to meet the region's bandwidth needs—across Honduras, Guatemala, and Belize, connecting Latin America and the Caribbean to the U.S.
- Leveraged language skills and trusted relationships to assist in purchasing coordination, pricing strategy, and negotiations, while managing correspondence and liaising with international partners in English
- Gained invaluable experience in collaboration, problem-solving, and getting an early start in the world of business

VOLUNTEER ADMINISTRATIVE ASSISTANT

INGELSA S. de R.L. - Tegucigalpa, Honduras

May 1997 - August 2000

- Provided support to managers overseeing multiple projects for HONDUTEL, the national telecom provider

EDUCATION

OREA Real Estate College

2021 - 2022

Real Estate Broker Program

Harvard Law School

2017

Program on Negotiation, Executive Education

Algonquin College

2017 - 2018

Marketing, Business Diploma

Canadian Condominium Institute

2016

Condominium Director Program

Algonquin College

2010 - 2012

Entrepreneurship, Business Diploma

OREA Real Estate College

2009 - 2011

Real Estate Salesperson Program