



# LEONARDO ALVARENGA

Real Estate Broker

## CONTACT DETAILS

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## LANGUAGES

- English
- Spanish

## TOP SKILLS

- Client-First Relationship Building
- Strategic Negotiation & Deal Structuring
- High-Performance Sales Leadership
- Market Insight & Investment Guidance
- Entrepreneurial Growth & Team Development

## CERTIFICATIONS

- Seller Representative Specialist (SRS)
- Master Certified Negotiation Expert (MCNE®)

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I'm an Ottawa real estate broker guided by integrity, transparency, and a deep respect for the people I serve. Building genuine, long-term relationships is at the core of everything I do. Having been fortunate to receive mentorship, opportunity, and support throughout my journey, I'm passionate about paying that forward by helping others reach their goals. Alongside my GoodStory team, I'm proud of the meaningful impact we're making—not only within real estate, but throughout the Ottawa community. My clients are more than transactions; they're people I care deeply about, and helping them create their own good story is what drives me every day.

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## MY GOOD STORY A PROFESSIONAL SUMMARY

From a young age, I've been driven by one goal: to build a life of excellence that allows me to care for my family as they once cared for me. That purpose brought me to Canada from Honduras in 2004 as an international student, where determination and opportunity quickly shaped my journey. I began my career in financial services, growing from a Client Representative to Branch Manager of one of the highest-grossing locations in the capital through strong mentorship and an unwavering work ethic. Always eager for new challenges, I transitioned into the automotive industry, where I thrived in high-performance environments—selling over 240 vehicles in just 10 months and later helping lead the launch of the largest Kia dealership in the country.

Entrepreneurship has always been at my core. Encouraged by my wife and supported by family, I earned my real estate license in just three months while simultaneously co-founding Nacho Cartel, a food truck brand that became known for quality, service, and community impact. Today, I've fully dedicated my energy to real estate—my lifelong passion. As a real estate advisor in Ottawa, I lead a highly skilled team and am proud to work alongside loyal clients who have become lifelong friends. With integrity, drive, and a people-first approach, my mission is to help clients create their own happy stories—and I'm just getting started on what's next.

## A FEW GOOD STORIES—TESTIMONIALS

- “Working with Leo has always been a pleasure! We have always felt he is in our court and looking out for our best interest when it comes to purchasing a home. Would recommend to anyone looking for an enhanced home shopping experience..” — Paige Peterson
- “Leo and his team took care of selling our first home and we couldn't ask for anyone better. They made the whole process smooth and as stress free as possible.”  
— Han Wang, former clients
- “Leo and his team are the best! It is worth it to choose them! They are very professional and well experienced and they will leave you happy!”  
— Bishro Kareem, former client

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## WORK EXPERIENCE

### BROKER OWNER

#### 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 2016. 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

### REAL ESTATE BROKER

#### RE/MAX Hallmark Realty Group - Ottawa, Ontario

*December 2016- Present*

- Represented buyers and sellers in residential real estate transactions, managing deals from listing to closing
- Built and maintained a strong referral-based client portfolio through relationship management and networking
- Reduced time on market by aligning pricing strategies with current market conditions

### CO-FOUNDER

#### Nacho Cartel - Ottawa, Ontario

*February 2015-December 2018*

- Co-founded and launched a mobile food business from concept through daily operations
- Developed the menu, pricing strategy, and product offerings with a focus on quality and profitability
- Coordinated permits, licenses, and health & safety compliance with local regulations
- Built vendor relationships and managed supply ordering to control food costs

REAL ESTATE AGENT

**Century 21 - Ottawa, Ontario**

*May 2015 - December 2016*

- Represented buyers and sellers in residential real estate transactions from initial consultation to closing
- Listed properties, prepared marketing materials, and promoted listings through online platforms and open houses
- Conducted property market analyses to determine competitive pricing and marketing strategies

SALES MANAGER & SALES ASSOCIATE

**S. Dilawri Automotive Group Inc. - Ottawa, Ontario**

*March 2012 - March 2015*

- Monitored individual and team performance, providing feedback and training to improve closing ratios
- Ensured adherence to company policies, ethical sales practices, and consumer protection standards
- Drove dealership sales performance through hands-on leadership, coaching, and strategic deal support
- Increased conversion rates by guiding sales associates through effective customer engagement and closing techniques

BRANCH MANAGER & CLIENT SERVICE ASSOCIATE

**National Money Mart - Ottawa, Ontario**

*October 2009 - March 2012*

- Managed daily branch operations, ensuring compliance with company policies, financial regulations, and security procedures
- Delivered frontline client service, including processing loans, cheque cashing, money transfers, and bill payments
- Monitored branch performance, sales targets, and service metrics

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## EDUCATION

**Carleton University**

*2004-2009*

Bachelor of Arts,

Economics with Minor in Business