



Martin Alvarez, left, and Ricardo Cortazar, owners of Alvarez and Cortazar real estate brokerage, were recognized with an Avanzando Confiados award for their entrepreneurship.

Award honors Hispanic business owners

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by [Lynn Ducey](#)

Ricardo Cortazar thinks winning an Avanzando Confiados award is above all the other honors he could receive. After all, his company, **Alvarez and Cortazar**, was nominated and chosen by its peers.

"The reason why we were recognized is because the Hispanic community and business owners who use our services thought about putting our name in the hat," said Cortazar, a principal at Alvarez and Cortazar in Chandler.

Founded in 2004, Alvarez and Cortazar is a five-person leasing, sales and brokerage firm.

The Avanzando Confiados, or "Moving Forward" award is an effort by the **Valley Toyota Dealer Association**, made up of nine Valley Toyota dealerships, the **Arizona Hispanic Chamber of Commerce** and **Latino Perspectives** magazine to recognize entrepreneurial spirit among Hispanic businesses.

Alvarez and Cortazar was the first to be honored under the new program, which began in October.

Valley Toyota Dealer Association President Bob Staup said the company was chosen because of its entrepreneurship and can-do attitude.

He said the awards program is a "really good partnership."

"We feel that the Hispanic market is definitely part of our culture here in the Valley. It's a big segment of the market in the Valley, and it's obviously one we're interested in partnering with," said Staup, who also is general manager of Scott Toyota in Scottsdale.

The program will recognize one business each month through September of this year.

Honorees are featured in a special section in *Latino Perspectives* as well as in the Hispanic Chamber's newsletter and Web site.