



Family Farm Coach

The Opportunity

Farm Life has been growing steadily and is now entering an exciting time of accelerated expansion. As such, we are looking for experienced, mission-focused, high-performing Coaches to work with farmers in Western Ontario, Central Ontario and the Ottawa Valley region.

Importantly, the Coach will be a superior relationship builder and will have the skills and interest to facilitate farm families at the kitchen table to work through some of the most challenging and rewarding discussions needed for continuity of their farm legacy. The Coach will be an active team member in local farm communities and will work with the Farm Life marketing team to create and participate in farm events and education opportunities. The Coach will also develop a network of Centres of Influence to increase brand awareness and create a referral network to their practice at Farm Life.

Our Team

We are looking to grow our team with people who have a passion for excellence and apply a high ethical standard in their work. Prioritizing the client first, we ensure that strong, positive processes are in place to achieve our mission of “Keeping Farmers Farming”.

Why Farm Life

Farm Life is committed to ensuring that all Farm Advisors are CAFA certified and have a family farm background or strong experience working with farm families. This ensures the caliber of our advisors and our brand stays consistently strong in delivering the highest quality facilitation to farm families. We have also honed our process and provide a strong advisor tool kit and a network of highly competent expertise in family enterprise planning, tax efficiency, farm corporate structure and legal advice. Farm Life also brings an operations and marketing team that is dedicated and focused in telling our story and promoting our skillset to farmers. Our team is always forging new partnerships and building awareness of our brand promise and expertise including agricultural media, local, provincial and national farm associations, shows and social media.



Our Coaches

Top 3 Attributes

- Is a dynamite relationship builder online and offline so prospects, clients and other professionals feel confident embarking on this process with you
- Brings positivity, patience and a confident attitude to assessing farm family needs and facilitating the courageous conversations needed to inspire change trans-generationally
- Exceeds expectations through a strong ability to exercise good judgment, diplomacy, time management, confidentiality and deliver a superior prospect and client experience

Top 3 Contributions

- Prospect, qualify leads and build relationships to achieve targets and growth goals
- Facilitate, manage and write all succession plans utilizing Farm Life processes for clients
- Quarterback the professional team, ensuring input, review and implementation is completed within deadlines in a competent and comprehensive manner.

Farm Life believes recruiting and retaining the best Farm Advisors is pivotal to achieving our mission of Keeping Farmers Farming. Please contact Elizabeth Teleki at 705-775-8000 to learn more about the position or email your resume and cover letter to elizabeth@farmlifefinancial.ca.