

Yeto's Story

My name is Yeto Balian and I am a Branch Director at Knowledge First Financial.

I was in business for many, many years but there was no more left room for personal growth. So, I was looking for an opportunity to be self-employed, without having to make large investments. I had never been in financial sales before, I had no idea what it was. But I could relate because of the type of product that they sold. It was RESPs and I have two children of my own and I have RESPs for my children.

Customer service is very, very important in our business. I am always available for my customers whenever they need me. And I also keep in touch with them regularly. It's also good business because a happy customer will continue giving me new business and will also give me a lot of referrals.

It's good to work with a firm that has an established brand. Knowledge First Financial has been in business for 50 years and it comes with a great reputation, experience and knowledge that really benefits the sales force.

The three most important pieces to our success is: one, good customer service; two, a generous reward program; and three, internal support that we receive from Knowledge First Financial.

This career gives us the opportunity of having good balance between our family life and our work life - one of the biggest motivations I have to become better and better at what I do. I love what I do because I earn a good income. I have flexibility doing what I do and I have a positive impact on people's lives.