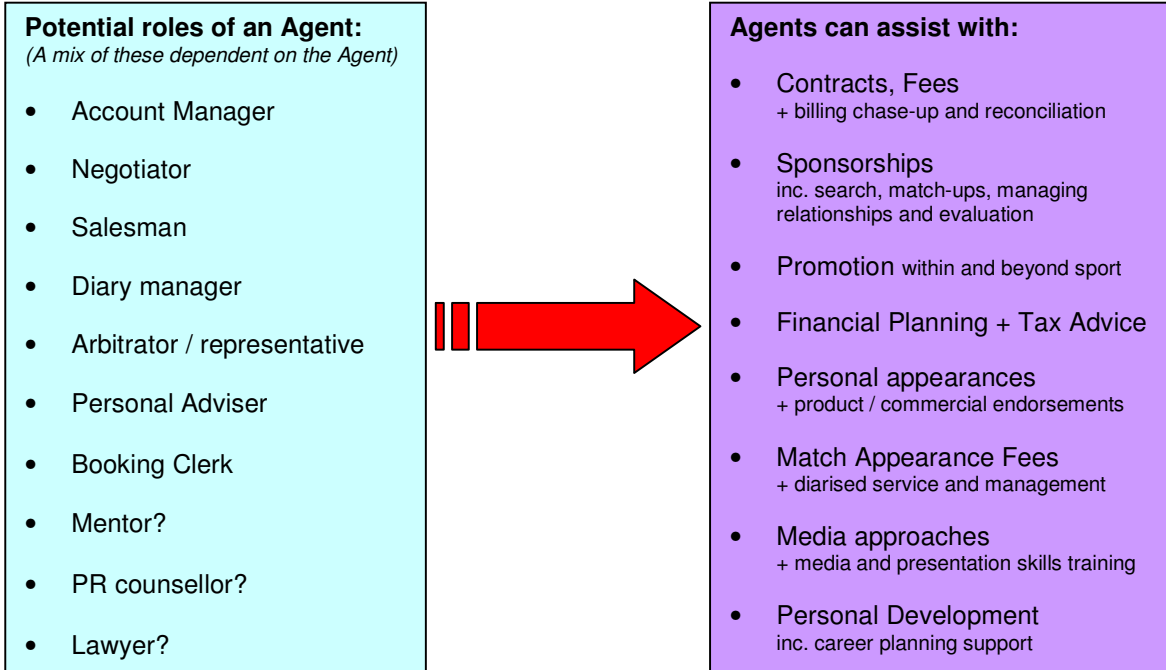


What can an agent do for me?



So, in a nutshell, an agent will manage contracts, organise and develop enquiries and prospects regarding commercial opportunities and deal with the general administration involved.

The fact that Agents deal with all this on a player's behalf provides the player with more time to focus on their sport and removes any related stresses and distractions. However, there are some potential drawbacks with having an agent.

Be Aware

- Agents charge commission
- What are you being charged commission for? – A lower commission rate can mean a lower level of service
- Different agents offer different skills – make sure your agent will suit your requirements
- There is no existing professional qualification to work as an agent

Do I need an agent?

Key factors in deciding the need for an agent:

- The player as a brand – how marketable is the player? Consider the following:
 - the Sport's profile, popularity
 - the player's achievements, ranking, potential
 - the player outside of their performance - personality, appearance, public speaking
- Benefits
 - Is the workload of commercial opportunities affecting performance?
 - Can an agent improve the player's profile?
 - Will an agent create more opportunities?
 - Will an agent negotiate better deals?
- Finances
 - Can the player afford to pay commission to an agent?
 - Consider the costs (of an agent) vs the benefits
- Risks
 - There is no guaranteed benefit... and this can still come at a price!



This is a very grey area as it depends on the player. Generally, if the work involved with commercial opportunities is having a negative effect on the performance of the player, then an agent is probably needed. For example, the time and effort involved in dealing with enquiries could cause higher levels of stress and therefore affect performance.

It is possible for players to employ non-exclusive agents as an option (particularly when demand starts to increase). This allows players to work with agents but on a non-exclusive basis, enabling them to assess how particular agents work before committing to them. However, there are some potential pitfalls for this option – the agent's commitment may not be as complete and it is therefore possible that some opportunities may be missed.

So, think carefully about what you want to get from an agent and how much you are prepared to pay – are you willing to pay more for a better service?

What do I do if I am approached by an Agent?

Do not take the first offer – research into suitable agents and shop around for the best deal.

Get advice - speak to other players and get their recommendations.

Get to know the agents - when choosing your agent, try to meet a number of different agents and discuss your situation, who are they?, what they offer and see if you get on – a good relationship between a player and agent is essential.

Typical Agent's Fees

Typically 20% of additional income (not all income), plus a recharge of direct costs e.g. travel to athlete. Any fees above 20% should be reviewed why the fee is set at that rate.

It is not usual for retainer fees to be charged i.e. it should simply be “the athlete earns, the agent earns” situation.

For more information please contact your Regional **Personal Development and Welfare Coach**

