All about Agents

TOP TIPS

Athletes may have to deal with sponsors, media and club contracts. That’s where a good agent comes in handy; someone to handle those tasks and relationships, so you can focus on training and competing.

1. An agent’s job is to negotiate contracts, commercial transactions and endorsements on your behalf.

2. A good agent should provide you with proper advice to support you on and off the field of play.

3. You should expect your agent to consult you before making decisions.

4. They must always represent your best interests.

5. A good agent will tailor their services to suit your needs.

6. Their vision should take into account both your short-term career and your long-term plan.

7. They may receive a percentage of your income, or a percentage of the value of the transactions they negotiate. This should be agreed upon beforehand.

8. Take the necessary time to properly research agents to ensure you select the right person for your needs.