

SO YOU WANNA BE AN AGENT?

MODULE 3 || SPORTS AGENCY BUSINESS MODEL



Number of Clients:

When starting out, you have to ask yourself how much time you need (and want) to spend on each one of your clients. Obviously each client is different. Some are higher profile and need less time invested to find the next contract. Others are diamonds in the rough and will need ample amount of time convincing teams they are good enough to take a risk on.

Starting off, **small agencies** usually represent anywhere between 1-10 clients.

As you go up the ladder, **mid-size agencies** might have anywhere between 10-25 clients.

If you're talking **mega agencies**, it's not uncommon to see 40-50+ players under representation.

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[*New Trend Alert*]

I've seen a trend over the past two off-seasons for some small boutique agencies to sign a few dozen rookie clients. Which shifts them into the category of representing 40-50+ players. And these are definitely not mega agencies. As mentioned several times throughout the series - to each their own! There's no textbook formula for success.

The question you have to ask yourself as an agent is:

"how many clients can I have while still making sure I service each guy properly?"

This is a time consuming business. There is a point where you just can't divide the hours in the day by the number of clients you need to take care of. But remember, *to each their own!*