

# CONTENTS PAGE

---

<b>Introduction</b>	<b>xiii</b>
<b>Chapter One: Registering as an agent</b>	<b>1</b>
FIFA	2
England (FA)	2
Germany (DFB)	3
France (FFF)	3
Spain (RFEF)	4
Italy (FIGC)	4
Portugal (FPF)	5
United States of America (USSF)	5
The expert's view – Yago Rama López (Sports lawyer and football consultant)	6
<b>Chapter Two: Getting into the business</b>	<b>9</b>
Internship or direct job application	10

A contact in the industry	10
Family member or friend	11
General business person	12
Buying an agency	13
The expert's view – Dr Erkut Sögüt (Agent of Mesut Özil)	14
<b>Chapter Three: The work of a football agent</b>	<b>16</b>
Match days	16
Location of work	17
Going to work	18
Networking	19
Conferences and events	19
Managing commercial relationships	20
The expert's view – Ilhan Gündoğan (Agent of Ilkay Gündoğan)	22
<b>Chapter Four: Working with players</b>	<b>23</b>
Working with youth players	24
Working with established professionals	25
Working with the friends and family of a player	25
Working with the spouse or partner of a player	26
The size of your clientele	26
Mandate for a transfer or normal agent?	27
Working for an agency	27
The expert's view – Nassim Touihri (Managing Director, Fair Play Career Management)	29

<b>Chapter Five:</b>	
<b>Working with managers and sporting directors</b>	<b>30</b>
Being the agent of a manager	31
Advantages of representing a manager	31
Young managers	32
Working alongside a sporting director	33
The expert's view – Harun Arslan (Owner, ARP Sportmarketing GmbH)	35
<b>Chapter Six: Transfer windows</b>	<b>37</b>
Preparation for the window	38
Free agents	39
Loans	40
Permanent deals	40
Options to buy	41
Contract renewals	42
The expert's view – Ingo Haspel (Owner, Haspel Sportconsulting)	43
<b>Chapter Seven: Contracts</b>	<b>44</b>
Representation Contract	45
Employment Contract	45
Dual Representation Contract	46
Image Rights Agreement	46
Sponsorships – sporting brands	47
Sponsorships – other companies	48
Purchase or renting of a property	48
Purchase of a car	49
Charitable agreements	49
Personal business ventures	50



The expert's view – Daniel Geey (Sports lawyer, Sheridans)	51
<b>Chapter Eight: Youth policies and rules</b>	<b>53</b>
FIFA	54
England (FA)	55
Germany (DFB)	55
France (FFF)	56
Spain (RFEF)	56
Italy (FIGC)	56
Portugal (FPF)	57
United States of America (USSF)	57
Most expensive teenagers (eighteen and under)	58
The expert's view – David Jackett (Global Football Consultant, Wasserman)	59
<b>Chapter Nine: Working with the media</b>	<b>61</b>
Social media presence	62
Things <b>not</b> to do on social media!	63
The press	64
Interviews and media work	65
Global sporting news outlets	66
Working with journalists	66
The expert's view – Rory Smith (Chief Soccer Correspondent, <i>New York Times</i> )	67
<b>Chapter Ten: History of the profession</b>	<b>69</b>
The early stages	70
Representation of football players	70
Recognition by FIFA	71



The 'Bosman ruling'	72
The expert's view – Jörg Neubauer (Agent of Leon Goretzka and Kevin Trapp)	74
<b>Chapter Eleven: 'Show me the money'</b>	<b>76</b>
Wages	76
Transfers	77
Sponsorship and endorsement deals	78
Other projects	79
The expert's view – Pere Guardiola (Director, Media Base Sports)	80
<b>Conclusion</b>	<b>82</b>



# INTRODUCTION

---

There's no hiding that, in general, football agents (or intermediaries as they are also called) have a bad reputation in society. They are often characterised as greedy businesspeople that simply make a living based on the talent of another individual. Not only is such an opinion unjustified and untrue, but also more importantly it mustn't deter you from pursuing a career in this growing profession. Whilst this book aims to educate you on how to become a successful football agent, it additionally hopes to go some way in getting rid of the aforementioned perception. Football agency is in many ways just like any other type of business or service – you act in order to secure the best possible deals for yourself and more significantly, your client.

The book has been split up into a total of eleven chapters, each containing a varying number of sub-headings in order to give you specific details. By breaking the chapters

down into smaller sections, it can also allow you to look up a particular element of football agency with relative ease at a later date. It is hoped that this contributes to a book that is accessible to everyone, at any time.

It is obvious that football agency inherently relies on the game of football and its developments. Living in a more interconnected world has meant that the sport has become far more international and increasingly globalised – consequently the agency sphere reflects this. That is why there is a continual emphasis throughout the book to give you information that is pertinent to seven of the most popular footballing associations in the world, as well as presenting the regulations made by FIFA (Fédération Internationale de Football Association). Closely linked with the internationality of football is the eclectic mix of backgrounds, ages and locations of football agents. This again has resulted in the book attempting to constantly provide information that is relevant to a global audience – and remember, a football agent is **no** specific type of person – this profession is by no means restricted to any gender, age group or environment.

To give you the best possible insight into the profession, each chapter is ended with an 'expert opinion'. This is an industry specialist relevant to the content of the chapter commenting with their experiences and thoughts on the subject, adding a personal touch and also providing you with skills, practical knowledge and wisdom that you can take with you on your journey as a football agent. These views are **not** solely given by agents, with opinions also coming from those based in professions such as law and

journalism. This therefore showcases how the agency business is not exclusive – you must work closely alongside other vocations to produce the best possible results.

As previously mentioned, the book hopes to inform you about how to become a successful and morally correct football agent. Yet at the same time, reading this book alone will not ensure success in this tough industry. Being continuously active in establishing a network and always working hard and efficiently are characteristics that you **must** possess. Combined, all these elements will give you the best chance in this difficult, yet intriguing and financially rewarding profession.