

Module 5. Football Players' Agents



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Talent Detection



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Clients Rights and Obligations



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Introduction

The *You First Sports* model for professional football agents represents a comprehensive and specialised approach designed to enhance and manage the careers of elite football players. With a player-centred approach, this model offers personalised sports solutions that range from technical and physical development to strategic career planning.

As regards career strategy, *You First Sports* stands out for its ability to design coherent and sustainable professional paths that consider both the individual goals of the player and the global opportunities in the football market. Additionally, it provides robust legal advice to ensure that all contractual and legal transactions are conducted with transparency and legal security.

In the financial realm, the model focuses on solutions that ensure the long-term economic stability of the football player by effectively managing income, investments, and assets. This allows them to concentrate on their performance on the field, which is optimised through specialised training programmes and physical support.

Image and communication are key aspects at *You First Sports*, which is dedicated to building and protecting the public reputation of its clients, ensuring that their media presence is positive and effective.

All in all, *You First Sports* not only focuses on immediate sporting success but also provides a comprehensive framework aimed at enhancing the long-term potential of professional football players which ensures their development both on and off the field.

Image 1: Professional Activities of Agents in Football



Source: prepared by the authors.

In the *You First Sports* model for professional football agents, the phases of an agent's work are developed in an integrated and continuous manner, always aiming for the player's growth and

success. These phases with their specific elements to consider are detailed next.

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Talent Detection

Talent detection is a critical phase that includes several key components:

- Management of Information through Our International Offices: *You First Sports* operates with a network of globally distributed offices. This enables efficient data collection and analysis on potential talents in various regions.
- Presence at Matches and Various Events: Agents attend matches, tournaments, and relevant events to observe players in action, and thus, evaluate their performance in a competitive environment.
- Talent Identification: Advanced tools like Wyscout and other scouting platforms are used to identify players with outstanding potential, assessing both technical skills and psychological and physical attributes.

- Presentation of Our Services: Once talent is identified, agents present *You First Sports'* services to players and their families, and explain how they can benefit from comprehensive professional representation.

Onboarding —

Onboarding is the process of formalising the relationship between the player and *You First Sports*:

- Negotiation of Representation Contracts. Clear agreements are established outlining the responsibilities and benefits for both parties.
- Building Trust: A relationship based on open communication and mutual trust is fostered from the start. This is essential for successful collaboration.

Career Strategy —

This phase is key for ensuring long-term professional development:

- Management for Effective Agent Work. *You First Sports* agents are highly trained and use the best practices in managing their clients' careers.
- Distinctive Market Presence: Through its reputation and connections, *You First Sports* ensures a strong and recognised presence in the football market.

- Strategic Promotion: The player's movements in the market are carefully planned, controlling the timing of transfers and opportunities for joining major clubs.
- Presentation of Our Services: A full range of services is offered, from contract negotiation to **marketing** and communication advice.

Negotiation —

Negotiation is a central skill in an agent's work and emphasises the following aspects:

- Management of Transfers and Contract Renewals: Ensuring optimal and fair conditions for players.
- Relationships with Clubs and Stakeholders: Maintaining positive and constructive relationships that benefit the represented players in the long term.
- Ethical and Legal Compliance: Operating within legal and ethical frameworks to ensure transparency and trust.

Player Care —

Player care involves providing comprehensive support:

- Optimal player care. Ensuring the player has the appropriate environment and the best contractual conditions.

- Tax and Financial Department: Offering advice on income management, investments, and long-term financial planning.
- Services, Communication, Image, and Design Department: Managing the player's public image and media presence, ensuring consistent and effective communication.

Integration and Continuous Evolution —

All these phases are in constant integration and evolution. Agents at *You First Sports* continuously review and adjust their strategies and practices to adapt to changing market conditions and the individual players' needs. This dynamic and adaptive approach ensures that footballers can reach their full potential and maintain a sustainable and successful career.

In summary, the *You First Sports* model provides a comprehensive and evolving framework for managing football players' careers, combining talent detection, career strategy, negotiation, and personalised care to ensure ongoing success and professional growth for its clients.

Image 2: Phases of an Agent's Work



Source: prepared by the authors.

TRADUCCIÓN DE LA IMAGEN:

DETECCIÓN DE TALENTO: TALENT DETECTION

INCORPORACIÓN: ONBOARDING

ESTRATEGIA DE CARRERA: CAREER STRATEGY

NEGOCIACIÓN: NEGOTIATION

ATENCIÓN AL JUGADOR: PLAYER CARE

CONTINUE

Optimisation of High-Performance Programmes for Elite Athletes

Practical Application

Continuous Monitoring and Evaluation

Initial Assessment: Conduct a comprehensive initial evaluation of each athlete to identify their physical state and areas for improvement. This includes physical performance tests, body composition analysis, and biomechanical assessments.

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Individualised Training: Design individualised training programmes tailored to the

Personalised Training Strategies

2 of 3

specific needs and goals of each athlete. Considering

Integration of Sports Science

Applied Research: Collaborate with academic institutions and research centres to apply the latest scientific advancements to training and recovery programmes.

Knowledge Transfer: Facilitate knowledge transfer between sports scientists,

3 of 3

Data Analysis and Visualisation

ADVANCED ANALYSIS TECHNIQUES:

FIELD APPLICATION

Machine Learning and AI: Apply machine learning and artificial intelligence techniques to analyse large volumes of data and obtain predictive insights. This can include identifying performance patterns and predicting injuries.

Statistical Modelling: Use advanced statistical models to assess the impact of various variables on sports performance. These models can help identify critical factors and optimise training programmes.

Visual Analytics: Develop visual analytic tools that allow coaches and athletes to interact with data intuitively. These tools can facilitate trend identification and informed decision-making.

ADVANCED ANALYSIS TECHNIQUES:

FIELD APPLICATION

Immediate Feedback: Provide immediate feedback to athletes and coaches during training sessions and competitions. Use mobile devices and applications to display relevant real-time data.

Simulations and Predictive Models: Use simulations and predictive models to plan game strategies and training sessions. These simulations can help prepare athletes for various scenarios and game situations.

Resource Optimisation: Employ data analysis to optimise the use of resources, such as training time, support staff, and equipment. This can improve the efficiency and effectiveness of performance programmes.

Physical Preparation and Recovery

Recovery Strategies

Advanced Recovery Methods —

Compression Therapies: Use compression garments and pneumatic compression devices to enhance blood circulation and reduce inflammation. These techniques can accelerate post-training recovery.

Cryotherapy: Apply cryotherapy sessions to reduce inflammation and muscle pain. Exposure to extreme cold can help improve recovery and performance.

Massage Therapies: Incorporate various massage techniques, such as deep tissue massage and trigger point therapy, to alleviate muscle tension and improve flexibility.

Nutrition and Supplementation —

Personalised Nutrition Plans: Design personalised nutrition plans that address each athlete's specific needs. Include a variety of nutrient-rich foods and adjust caloric intake according to the training phase.

Nutritional Supplements: Assess the need for nutritional supplements and recommend them as needed. This may include proteins, amino acids, vitamins, and minerals to support recovery and performance.

Hydration: Implement appropriate hydration strategies to ensure athletes maintain optimal hydration levels before, during, and after exercise. Proper hydration is crucial for performance and recovery.

Psychological Recovery —

Mindfulness and Meditation: Include mindfulness and meditation practices in recovery programmes to reduce stress and improve concentration. These techniques can help athletes manage pressure and maintain focus.

Psychological Support: Provide psychological support and counselling to help athletes deal with pressure, stress, and other mental challenges. This may include sessions with sports psychologists and mental coaches.

Relaxation Techniques: Teach relaxation techniques, such as deep breathing and progressive muscle relaxation, to help athletes recover mentally and enhance their overall well-being.

Football Agents Regulations

Evolution and Regulatory Context

Since 1991, the activity of football agents has been regulated to protect players' interests and ensure the integrity of sports transactions. The latest significant amendment to the FIFA Football Agent Regulations (FFAR) was

made in 2022, introducing new rules to enhance transparency and ethics in the representation of players, coaches, and other potential clients.

Key Provisions of the FFAR:

Contract Duration and Types: The duration of representation contracts varies depending on the type of client. Contracts with individuals have a maximum duration of two years, with no possibility of tacit extensions. For legal entities, there is no time limit, allowing for greater flexibility in the contractual relationship.

Agent Obligations: Agents must inform their clients about the possibility of obtaining independent legal advice before signing a representation contract. Additionally, dual or triple representation is prohibited, except in exceptional circumstances with prior consent from all involved parties.

Representation of Minors

The representation of minors in sports is subject to strict regulations designed to protect young athletes' interests. According to Article 13.1 of the Football Federation Regulations (FFAR), any contact with a minor or

their legal guardians is only allowed six months before the minor reaches the legal age to sign their first professional contract, according to applicable law in their country. This regulation ensures that minors are not subject to undue pressure and that any approach occurs within an appropriate time frame.

Prior written consent from the minor's legal representative is mandatory. This consent ensures that legal guardians are informed and agree to any interaction or negotiation. Additionally, agents must successfully complete the minor's course from the Protection of Competition Department (PCD) to legally represent a minor. This course is essential for ensuring agents understand the specificities and responsibilities involved in representing minors.

The representation contract must be signed by both the minor and their parents or legal representatives. This dual signature is an additional protective measure that ensures all parties are aware and agree to the contract terms.

Agents are prohibited from receiving compensation for their representation services of a minor, except when the minor is signing their first or subsequent professional contract. This restriction is key to avoid potential conflicts of interest and ensure that the minor's welfare is the primary focus.

Finally, all commission payments must be processed through the Clearing House once it is operational. This mechanism provides an additional layer of transparency and security in financial transactions which ensures that all commissions are handled fairly and in accordance with established regulations.

In summary, regulations concerning the representation of minors and commission limits aim to create a safe and fair environment for young athletes, protecting them from potential abuses and ensuring their interests are represented ethically and professionally.

Table 1: Commission Limits

Cliente	Límite de los honorarios	
	Cuando la remuneración anual de la persona sea inferior o igual a 200 000 USD (o equivalente)	Cuando la remuneración anual de la persona sea superior a 200 000 USD (o equivalente)
Una persona	El 5 % de la retribución de la persona	El 3 % de la retribución de la persona
Entidad de destino	El 5 % de la retribución de la persona	El 3 % de la retribución de la persona
Entidad de destino y una persona (doble representación permitida)	El 10 % de la retribución de la persona	El 6 % de la retribución de la persona
Entidad de origen (indemnización por transferencia)	El 10 % de la indemnización por transferencia	

Source: FIFA, 2022, p. 121.

TRADUCCIÓN TABLA:

CLIENTE: Customer

LIMITE DE LOS HONORARIOS: Limits on Fees

CUANDO LA REMUNERACIÓN ANUAL DE LA PERSONA SEA INFERIOR O IGUAL A 200000 USD (O EQUIVALENTE): When the individual's annual remuneration is less than or equal to 200,000 USD (or equivalent)

CUANDO LA REMUNERACIÓN ANUAL DE LA PERSONA SEA SUPERIOR A 200000 USD (O EQUIVALENTE): When the individual's annual remuneration is more than 200,000 USD (or equivalent)

UNA PERSONA: An individual

ENTIDAD DE DESTINO: Destination entity

ENTIDAD DE DESTINO Y UNA PERSONA (SOBRE REPRESENTACIÓN PERMITIDA): Destination Entity and an Individual (on Permitted Representation)

ENTIDAD DE ORIGEN (INDEMNIZACIÓN POR TRANSFERENCIA): Origin Entity (Transfer compensation)

EL 5% DE LA RETRIBUCIÓN DE LA PERSONA: 5% of the individual's remuneration

EL 3% DE LA RETRIBUCIÓN DE LA PERSONA: 3% of the individual's remuneration

EL 5% DE LA RETRIBUCIÓN DE LA PERSONA: 5% of the individual's remuneration

EL 3% DE LA RETRIBUCIÓN DE LA PERSONA: 3% of the individual's remuneration

EL 10 % DE LA RETRIBUCIÓN DE LA PERSONA: 10% of the individual's remuneration

EL 6% DE LA RETRIBUCIÓN DE LA PERSONA: 6% of the individual's remuneration

EL 10% DE LA INDEMNIZACIÓN POR TRANSFERENCIA: 10% of the transfer compensation

CONTINUE

Clients Rights and Obligations

Client Rights —

Independent Negotiation: Clients have the right to negotiate on their own without the intervention of an agent, allowing them greater control over their professional decisions.

Transparency in Payments: Clients are entitled to receive a detailed report of all payments made in relation to representation services. This ensures transparency and clarity in all financial transactions.

Legal Advice: Clients can seek independent legal advice before signing any representation contract. This will help them fully understand the terms and conditions before committing.

Client Obligations —

Verification of Licenses: Clients must ensure that the agent is properly licensed by FIFA before signing a representation contract, to avoid legal issues and ensure proper representation.

Compliance with Contractual Terms: Clients are required to adhere to the payment terms agreed upon in the contract to ensure agents receive appropriate compensation for their services.

Collaboration and Communication: Maintaining open communication and collaborating effectively with the agent is crucial for the success of the representation relationship. This includes providing accurate and timely information about their needs and expectations.

Management of Communication and Social Media

Media Presence

Managing communication and media presence is key for building and maintaining a positive public image. This process includes coordinating interviews, drafting press releases, and preparing for press conferences.

Communication Strategies

1. **Interview and Report**

Management: Preparing spokespeople for media interviews to ensure the message is consistent and aligned with the desired image.

2. **Press Releases and**

Statements: Drafting and

Power of Media

The power of media and its capacity to influence public perception is significant. Thus, it is vital to handle both successes and crises appropriately. In times of success, it is advisable to "ride it" to prolong positive attention. In times of crisis, the strategy should focus on

Press Conference Preparation

Organising and preparing press conferences is an essential skill. This includes logistical coordination, preparing spokespeople, and managing media questions. Thorough preparation ensures the press conference is successful and that the organisation controls the narrative.

Social Media

STRATEGY AND MANAGEMENT

LEGAL AND TAX DEPARTMENT

Social media management can be either comprehensive or partial, depending on the needs of the entity. A comprehensive approach includes developing a complete strategy that covers language, tone, posting frequency, and other key aspects.

1. **Strategy Development:** Define the appropriate language and tone for the target audience, establishing a posting frequency that maintains interest without overwhelming followers.

2. **Technical Support:** Provide assistance with account verification, handling hacks, and solving issues related to fake accounts.
3. **Enhancing the Client's Image:** Implement specific actions to improve the client's public perception on social media.
4. **Content Creation:** Develop original content, including videos, infographics, and statistics, that engages and retains the audience.

Image 3: Social Media



Functions and Responsibilities

The legal and tax department plays a crucial role in managing the legal and financial aspects of the entity. This includes drafting, studying, and reviewing contracts, handling legal and notarial matters, and providing legal advice on both professional and personal issues.

1. **Contracts and Sports Brands:** Drafting and reviewing private and federation contracts, as well as image agreements related to sports brands.
2. **Legal and Notarial Procedures:** Managing regularisations, nationalisations, and visas to ensure compliance with all legal regulations.
3. **Legal Advice:** Providing comprehensive advice to players or clients on both professional and personal matters.
4. **Salary Management:** Handling claims and lawsuits against clubs, federations, and courts, as well as reviewing payrolls to ensure correct payment.

Image 4: Legal and Tax Department

**Redacción, estudio y revisión de contratos privados, federativos y de imagen (marcas deportivas).
Trámites legales, notariales y de residencia (regularizaciones, nacionalizaciones, visados, etc.)**



Asesoramiento jurídico al jugador para aspectos tanto profesionales como personales.



Gestión de cobro de salarios: reclamaciones y demandas ante Clubes, AFE, FIFA, TAS o juzgados ordinarios...

Revisión de nóminas



TAS / CAS
TRIBUNAL ARBITRAL DU SPORT
COURT OF ARBITRATION FOR SPORT
TRIBUNAL ARBITRAL DEL DEPORTE

Source: prepared by the authors.

TRADUCCIÓN DE LA IMAGEN:

Drafting, reviewing, and studying private, federative, and image rights contracts (sports brands).

Legal, notarial, and residency procedures (regularisations, nationalisations, and visas, etc.).

Legal advice for the player on both professional and personal matters.

Salary management and recovery: claims and lawsuits against clubs, AFE, FIFA, CAS, or ordinary courts. Payroll review.

Big Data Department

The use of big data in managing communication and social media presence allows for in-depth and detailed analysis of trends, behaviours, and audience preferences. This facilitates informed decision-making and the implementation of more effective strategies.

Applications of Big Data

1. **Trend Analysis:** Identifying and analysing trends on social media to adapt communication strategies in real-time.
2. **Audience Segmentation:** Using data to segment audiences and personalise content based on the

1 of 2

Big Data Tools

Analysis Platforms: Utilising tools like Google Analytics, Hootsuite, and other social media analysis platforms to collect and analyse relevant data.

Image 5: Big data



Source: prepared by the authors.

What is a Day in the Life of an Agent Like?

A day in the life of an agent is a complex combination of roles and responsibilities, ranging from the initial identification of talent to the strategic management of professional football players' careers. Fundamentally, the agent's work revolves around three core pillars: scouting, recruiting, and finding clubs for players. This involves actively searching for new talent using specialised platforms such as

Wyscout and attending live matches to personally evaluate the players' performance in both youth and professional football.

In addition to talent scouting, agents maintain ongoing contact with both their represented players and interested clubs. This continuous interaction is crucial for negotiating contracts, managing transfers, and ensuring that players' interests are properly represented and protected in all transactions.

Image 6: A Day in the Life of an Agent



Source: prepared by the authors.

TRADUCCIÓN DE LA IMAGEN:

LABOR DEL AGENTE: Agent's Role

OJEAR, CAPTAR Y COLOCAR. ESTAR EN LOS SITIOS Y MANEJAR INFORMACIÓN: Scouting, capturing, and placing. Being on site and managing information.

CONTACTO PERMANENTE CON NUESTROS JUGADORES Y CON LOS CLUBES: Permanent contact with players and the clubs.

ASESORAMIENTO DEPORTIVO: Sports Advisory.

DAR SERVICIO A LOS JUGADORES: Providing services to players.

LABOR ADMINISTRATIVA: Administrative Tasks

DAR SERVICIO A LOS JUGADORES Y A NUESTROS AGENTES: Providing services to players and agents.

GESTION DIARIA DE LA PROPIA AGENCIA: Management of agency's daily operations.

FACTURAR Y COBRAR LOS HONORARIOS: Billing and collecting fees.

LABOR SECRETARÍA TÉCNICA: Technical Department Tasks

PRENSA – INTERNET (MANEJO DE LA INFORMACIÓN): Press – Internet
(Information management)

VER MUCHO FÚTBOL (WYSCOUT Y DIRECTO) SEGUIMIENTO DE
CLIENTES Y POTENCIALES CLIENTES (FUTBOL BASE Y PROFESIONAL):
Watch a lot of football (Wyscout and Live), monitoring clients and
potential clients (Formative and professional football)

MÓVIL: CONTACTO CLUBES Y JUGADORES: Mobile: Contact with clubs
and players.

VIAJES A VISITAR CLUBES Y JUGADORES: Trips to visit clubs and
players.

Sports consulting is another key aspect of an agent's job. It involves not only securing lucrative contracts but also designing long-term career strategies that enhance the players' performance and professional projection. This includes planning training sessions, providing recommendations on physical and technical development, and offering guidance on key professional decisions that may impact a player's career.

From an administrative perspective, agents manage their agency's daily operations. This encompasses everything from billing and collecting fees for their services to coordinating logistics for crucial club visits and player's meetings. Efficient management of these administrative aspects is crucial to maintaining the agency's financial stability and ensuring that all parties involved meet their contractual obligations.

In the technical department, agents use communication and analytical tools to stay updated on the global football world. This includes tracking relevant news through the press and the internet, as well as actively participating in industry events and fairs. These activities not only help maintain a strong network of contacts but also identify emerging opportunities and market trends that could benefit their represented players.

In summary, a sports agent's daily routine is multifaceted and demands diverse skills ranging from technical evaluation to strategic negotiation and administrative management. Their primary goal is not only to secure contracts and transfers but also to build and maintain strong relationships based on trust and professionalism, ensuring the ongoing and sustainable success of the football players they represent in the demanding world of professional football.

CONTINUAR

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