

64 Questions to Ask a Football Agent

If you're getting ready to meet or chat with a potential football agent, this list of questions can help you prepare. It's designed to guide deeper conversations not just about contracts, but about values, communication, how agents work with families, and how they support young players in big decisions.

Communication

1. How often do you check in with your players and families, and what can we expect in terms of regular communication and updates?
2. What does good communication look like to you?
3. Can you walk us through how you explain contracts or deals to a 16-year-old and their parents?
4. If we asked your current or former clients' parents about your communication and trustworthiness, what would they say?



Values, Ethics & Integrity

5. How would you describe your approach when it comes to working with young players and their families?
6. Can you share a time when you turned down a deal or opportunity because it wasn't in a player's best interest?
7. How do you navigate the pressure to commercialise young talent while still protecting their well-being and identity as kids?
8. How do you ensure you're acting in the best interest of the player, especially when your income is tied to deals?
9. What are some red flags parents should look out for when choosing an agent?
10. Have you ever had to deal with a club or coach who was being unethical? How did you protect your player?
11. Can you explain how you prioritise safeguarding?
12. How do you handle situations where you represent multiple players competing for the same opportunities?
13. Do you also represent clubs?
14. How do you ensure your work is always in the best interest of the child and their family?

Working With Families

15. How involved do you expect the family to be in decisions, and how do you manage situations where the player and family might disagree?
16. How do you support families who are completely new to the football world and may not understand contracts, scholarships, or the risks involved?
17. Can you describe a time when a family questioned your advice? How did you handle it?
18. What do you see as the biggest mistake families make when choosing or working with agents — and how do you help prevent that?
19. How do you work with families once a player turns 18?
20. What do you need from us?
21. What would other parents say to describe you?
22. Can you provide references for anyone I request rather than pre-selected by you?
23. How do you handle disagreements between you, the player, and the parents?



Player Development & Career Pathway

24. What is your key motivation for supporting my child's development?
25. If my child lacks game time/minutes, what advice would you give him?
26. How will you help me manage my child's expectations?
27. Can you give me an example of other players in my child's position and how you managed their pathway?
28. Where have you made a big difference to a player's development and how?
29. What do you see as the right pathway for my child and how will you be able to help?
30. Will you be present at matches or check in regularly on his progress?
31. How do you gather feedback on my child's performance to assess his strengths?
32. What's your understanding of the girls' football pathway, and how do you support female players differently?
33. How do you get a young player noticed without burning them out too early?
34. How do you help players prepare for life beyond the game?
35. Do you have expertise with goalkeepers?
36. How do you support players to balance football commitments with academic or vocational education—especially for players under 18?
37. How do you evaluate if an opportunity is right for my child?

Network & Global Reach

38. What clubs or academies do you have relationships with?
39. Do you have contacts with clubs outside of the UK?
40. What experience do you have in dealing with international moves?

Contract Support & Decision-Making

- 41. If my child has a pro contract, when will you begin negotiating a new contract and when do we know the options?
- 42. What support do you give between scholars going to pro around decision time?
- 43. How much experience do you have in signing players of a certain age especially when under 18?



Support Through Setbacks

- 44. What can you do for my child when things are not going well— like injury, being benched, or not getting a contract? What support can you offer to support his mental health?
- 45. What would you do if my child has a long-term injury?
- 46. What's your approach to injury prevention and recovery support for young players?
- 47. What does “success” look like for you with a client who doesn't end up turning pro?
- 48. How would you help my child if he was out of contract or released?
- 49. What practical support can you give with finding trials or new clubs?

Agent Services, Experience & Structure

- 50. Are you a FIFA qualified and licensed agent or are you working on behalf of agents?
- 51. What is your USP that would differentiate you from other agents?
- 52. How do you work with the other service agents in the agency?
- 53. How many players do you have that are similar position and profile?
- 54. Tell me about a time things went wrong, how did you manage this?
- 55. Realistically in exchange for the commission, what level of service can we expect monthly, please spell this out clearly?
- 56. How many people work for the agency?
- 57. What is the average time you help or work with a client?
- 58. Can you tell me about your longest client relationship?
- 59. What services do you offer beyond finding clubs (e.g., training, mental coaching, education support)?
- 60. How can you assist my child in becoming better at media interaction?
- 61. Can you clearly explain your commission structure and any other costs we may be expected to cover?
- 62. Can you explain what 'benefit in kind' is and how that might affect us?
- 63. What do you believe sets your agency apart in supporting young players and their families?
- 64. Why should I pick you over another well-connected and experienced agent?

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