

A woman with long, wavy brown hair, wearing a bright pink, form-fitting, short-sleeved dress and a gold chain necklace, stands outdoors on a paved surface. She is smiling and looking towards the camera, with her right hand raised in a gesture. In her left hand, she holds a pink baseball bat. A white baseball is suspended in the air above her right hand. The background shows a building with a covered porch and a hanging lantern. The scene is brightly lit, casting shadows on the ground.

PLAY BALL

Your Starter Guide to
Becoming a Baseball Agent

Lisette Carnet

Baseball agents play a key role in helping their clients navigate the complex world of professional sports. They work closely with players to ensure they are getting the best possible deals and opportunities. This includes negotiating contracts with teams, securing endorsement deals, and providing guidance on personal and career decisions.

This guide will give you the general framework on what you need to know to get started in having a successful career as a certified baseball agent. From the skills and qualifications needed to succeed in this competitive industry, to tips on succeeding through the application process, this quick guide offers valuable insights for anyone interested in pursuing a career in baseball representation.





What you'll need to know to become a certified agent:

Please refer to the MLBPA Website:
<https://www.mlbplayers.com/agents>

1. Apply with the MLBPA
2. Pay their application fee
3. Pass the background check
4. Pass the written exam
5. Have a current MLB player designate you

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The top 1% of performers have one thing in common: the ability to see things through to their conclusion.

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LEONA SPORTS



Important Tip

The tip that I consider the most valuable is to be completely present and take clear notes on the date of the pre-exam study date that is scheduled by the MLBPA. The Union is incredibly supportive through the agent application process. This pre-exam study date is very important, and will be extremely helpful in your exam.

You do not need to be certified to get started as an agent. You also don't need to have a law degree or need to have a major in Sports Management. As a matter of fact, all that is needed to become a baseball agent is a high school degree. The other piece of good news is that I am here to make it easier for you to have a source and point of contact if you don't already know an agent or have an association with an agency. The biggest hurdle in the agency world is the gate-keeping that occurs, as most agents don't like sharing trade secrets. Your best resources will be the amazing help you will find at the Player's Union, and the networking that you make with individuals in the industry that are ready and willing to help. Since there are very few in that particular area, I decided to step in to fill in any gaps that you will undoubtedly find along the way as you start your new career!

Once you apply and pay your application fee (\$2,500 USD), you will go through a background check. It is very important that you answer all your questions truthfully on the application so that the background process goes smoothly. Once you pass the background, you will be sent more information regarding the test date. The pre-exam prep date (review session) usually happens the day before the exam. Before this date, you should read and become familiar with all important documents, including the MLB Basic Agreement (the updated Collective-Bargaining Agreement), Agent Regulations and Major League Rules. **WARNING:** The manuals are very long, so do not leave this towards the end. **HINT:** I give important tips to successfully pass your test on my 1:1 sessions (that you can book through my link in my Instagram bio).

The exam itself is open book, so you can have all of your notes with you, which helps a great deal. The exam itself last up to three hours and is multiple choice, The test covers the League's Basic Agreement, Major League Rules, Joint Drug Agreement, and Agent Regulations. Once you take the exam, you will be notified around early November of your results.

After you pass, the next step to become certified is to work with a current MLB player that will designate you as his agent. Until you are actually designated by a current 40-man player, you are not classified as a "certified agent". You can still advise collegiate athletes through the MLB draft process, and you can represent Minor League players without certification (until the League updates the new rules for Minor League representation). However, in order to advise a player in negotiating the terms of a Major League Contract, and deal directly with the teams, you will need to be designated by a current player and this designation must be processed through the Union which will then grant you the certification.

Staying informed about the latest developments in the world of baseball will give you a competitive edge and help you make informed decisions on behalf of your clients. Being able to secure the best possible deals for your clients requires a combination of strategic thinking, assertiveness, and the ability to think on your feet. By honing your negotiation skills, you can ensure that your clients receive the best possible opportunities and contracts. This is where having a seasoned mentor is an important part of your process, so making connections early on in the Industry will afford you a higher degree of success as a player agent. Building and nurturing strong relationships can help agents further the career of their clients. This can open doors to new opportunities and connections within the industry, as well as provide a unique insider perspective both for yourself and for your client.

There is not one linear path to becoming a successful certified player agent.

Everyone's background and journey is different. There are certain patterns that when followed can help you cut your trajectory, and I am willing to help you understand those patterns in order to save you time so that you can reach your goal faster. I am able to answer any questions through my 1:1 Sessions, and as an added bonus to your agent career, I am also providing events where you can learn how to become an international agent. This will expand your resume exponentially, and you will be able to open your career to the entire world of baseball that extends far beyond MLB player representation.