Sports Advisors Board
Bringing trust back to the game.

Questions to ask any advisor

Good questions help you find the right fit. Bring these to any conversation with an advisor. A good advisor will be glad you asked, and will have clear answers you can check.

Advisor's name _____

Certification ID _____

Getting to know them

- [ ] **Are you certified, and could I have your certification ID?**
  You can look the ID up in the Board's registry. A current certification shows a profile with the same name.

- [ ] **Have you had a background check?**
  Certified advisors are checked by Checkr, an independent screening provider.

- [ ] **Tell us about your background in hockey.**
  Playing, coaching or scouting experience is valuable. Knowing today's recruiting and eligibility rules matters too.

- [ ] **Could you put us in touch with a family you've worked with?**
  Hearing from another family is one of the best ways to know what working together is like.

Fees and roles

- [ ] **Do you also work as an agent, or with one?**
  Since April 2026, agents can sign players before college. It helps to know which role someone is playing.

- [ ] **How does your fee work, and what does it include?**
  Having the fee and what it covers in writing helps everyone start on the same page.

- [ ] **Do you have relationships with any teams, schools, camps or showcases you might recommend?**
  Many advisors do. Knowing about them up front helps you weigh each recommendation.

- [ ] **Will we have a written agreement?**
  A simple agreement keeps expectations clear for both sides, including how either of you can end it.

Working together

- [ ] **What will you help us with, and what's outside what you do?**
  A clear picture now avoids surprises later.
- [ ] **How do you stay current on eligibility and recruiting rules?**
  The rules have changed more than once in the last two years, so current knowledge matters.
- [ ] **Who might you talk to about our child, and how will you keep us updated?**
  Good communication keeps your family in the loop at every step.
- [ ] **What's a realistic path for our child right now?**
  A good advisor gives you an honest picture, even when it isn't the easy answer.

Take your time if an advisor

- Guarantees a scholarship, a roster spot, a draft pick or a pro career
- Asks you to sign quickly, or prefers not to put things in writing
- Isn't clear about how they're paid
- Can't give a certification ID, or the ID doesn't match the registry
- Discourages you from talking to other families or getting a second opinion
- Asks for large payments up front for exposure, showcases or highlight videos

Check the certification yourself

Search the advisor's name or certification ID at sportsadvisorsboard.com/verify, or scan the QR code beside the stamp on their card. A current certification shows a profile with the Certified badge.

Notes