

STREET & SMITH'S **SportsBusiness** **JOURNAL**

SURVEY NAMES TOP 5 AGENCIES

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condensed version

The examination is focused only on the four major team sports and is not meant to be an overall ranking of agencies.

Priority Sports & Entertainment, which represents 84 NFL players and 43 NBA players, is in fifth place and is the second largest independently owned athlete representation firm at \$279 million.

Kenneth Shropshire, a professor at the Wharton School of Business who specializes in sports, said he wasn't particularly surprised that CAA Sports and WMG top the list of agencies ranked by team sport athlete salaries. But Shropshire said Priority's rank surprised him a bit, because that firm does not garner a lot of press and publicity.

Priority CEO Mark Bartelstein, who is an NBA and NFL player agent, said the firm does not seek out publicity but is proud to be one of the top agencies in the U.S. that is independently owned and built from the ground up. Bartelstein said, "We are a little different from what has become the norm in the business, because you are seeing so much consolidation and mergers and acquisitions and you don't see as much of the independent guy who is successful."

The Power Brokers

NBA

Priority Sports & Entertainment

■ **Headquarters:** Los Angeles

■ **Key agents:** Brad Ames, Mark Bartelstein, Reggie Brown, Aaron Mintz

■ **2007-08 salaries (clients):** \$127.2 million (42)

■ **Recent signings:** James Posey (Hornets), four years, \$25 million; Brandon Rush (Pacers), No. 13 pick, five years, \$12.8 million

NFL

Priority Sports & Entertainment

■ **Headquarters:** Los Angeles

■ **Key agents:** Mark Bartelstein, Deryk Gilmore, Tony Hickombottom, Michael S. McCartney, Rick E. Smith, Kenneth Zuckerman

■ **2007-08 salaries (clients):** \$151.4 million (77)

■ **Recent signings:** 10 picks in this summer's draft