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ATHLETE'S WEALTH PLAYBOOK · COACH + PARENT EDITION · FREE 15-page

Free  extract from *The Athlete's Wealth Playbook*
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COACH + PARENT EDITION

The most consequential 10% of the book

FREE · PARENTS · COACHES · RECRUITING NIGHTS

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INTRODUCTION

Why This Extract Exists

Sixteen pages from the comprehensive Athlete's Wealth Playbook are provided free for distribution to high-school coaches, parents of recruits, and players-association rookie programs.

The full Athlete's Wealth Playbook is a comprehensive operating reference for the financial arc of an athletic career. The athletes most at risk financially are typically those whose families would never buy a \$129 reference book — the families who have never owned a brokerage account, the single-parent households where money was never a topic of structured family conversation, the first-generation athletes whose financial education starts the day they sign their first deal.

This sixteen-page extract is intended for those families. It contains four sections: the two "Read This First" voices that open the main guide; the Personal Finance Foundations chapter; the Family Pressure conversation framework; and the four most consequential financial-conversation scripts a high-school or rookie athlete needs at age 16-22.

Distribute this extract freely. Print copies for parent meetings, recruiting events, rookie symposiums. Email the PDF to families. Post on team websites. The full main guide is available at baratelliinstitute.com for the families who want the complete reference; the families who don't buy still get the most consequential 10% of the book through this extract — and they get it free.

PART 1

Read This First — The Truth-Teller Voice

From the opening chapter of the main guide.

Let me tell you something. The day the first real money arrives — and for almost every reader of this booklet that is going to be an NIL check, not a draft signing bonus — you are going to find out something nobody warned you about. The collective hands you a contract. The school calls and says we want her. The brand wires the deposit. Or, for the small fraction of athletes who do go all the way to the draft, that name gets called and the bonus hits the account. The exact event varies. What follows does not. **You will have more family than you knew you had.** More cousins. More uncles. More people from back home you do not remember meeting. The pastor wants to talk. The high school coach wants to talk. The cousin who used to be in real estate wants to talk. Everybody wants to talk.

And to be clear about who this booklet is for: this is not just a draft-day book. The vast majority of high-school athletes who reach a level where money enters the picture do so through NIL — collectives, brand deals, school-paid revenue share — not through a draft. Most never get drafted at all. That does not make the dollar amounts fake or the family pressure smaller. A \$50,000 NIL contract attracts the same uncles, the same coaches, the same cousin with a business idea as a \$500,000 signing bonus does. The dollar magnitude is different. The dynamic is identical.

And here is what has been seen for thirty years. The people who did not believe in you when you were thirteen running drills in the dark, the people who did not come to your high school games, the people who told your mother you were never going to make it — those people do not get to manage what you earned. Period. End of discussion. It does not matter if it is your blood. It does not matter if you grew up in the same house. **Loyalty does not equal qualification.** Just because somebody loves you does not mean they should be touching your money.

The cousin is not your financial advisor. The high school coach is not your financial advisor. The pastor is not your financial advisor — he is your pastor, and that is its own important role, but he is not the man who should be picking your investments. Your friend from the AAU circuit who knows a guy is not your financial advisor. The man who introduces himself as a wealth manager at the strip club is not your financial advisor. **A licensed financial advisor with athlete clients you can verify, sitting at a desk during business hours, with a clean BrokerCheck record, and a written disclosure of how they are paid — that is your financial advisor.** Anything else is a person about to cost you the career.

PART 3

Family Pressure

The largest single financial risk to an athlete is the people closest to them. The conversation framework.

The dynamic the book treats most directly: when significant money arrives in an athlete's life, the people who show up to ask for some of it are not always the people who supported the athlete through the years that made the money possible. Sorting that out is a financial-planning problem and a family-relationship problem at the same time.

The four conversations every athlete needs to have

1. With the family member asking for money you don't want to give. *"I love you and I'm not in a position to do that this year. Here is what I am able to do: [specific smaller help]. The reason I cannot do the larger thing is that my career income has to support my entire life and the lives of my own children for the next 50 years. This is not about love. This is about math. I will revisit it next year."*

2. With the friend who wants you to invest in their business. *"That sounds interesting. Send me the business plan with full financials and I'll share it with my advisor. If my advisor recommends the investment, I'll consider it through my investment process — a smaller position than what you are asking for, with documentation, on terms my advisor sets. I am not able to invest as a personal favor. I have learned that the friendships I have with people who borrow money from me almost never survive, and I value our friendship more."*

3. With your parents about end-of-life planning. *"I want to talk about something difficult. I'm working with an estate attorney on my own planning, and I want to extend the same to you. I'd like to pay for a consultation with an estate attorney for you, ideally the same one I work with so the planning is coordinated. The conversation will cover what you want to happen if you become incapacitated and after your death. I'm not asking what is in your will. I'm asking that you have one and that I or my attorney knows where it is. This is one of the most important things we can do as a family."*

4. With yourself about the post-career identity. No script. The discipline is: start the conversation 5 years before the playing career ends, not after. Decide what your post-career life looks like before the playing career stops providing those things for you. Athletes who arrive in retirement with a defined next identity preserve wealth almost automatically because the spending patterns of identity-replacement never start. The financial planning follows the identity planning.

PART 4

The High-School-Specific Scripts

Scripts the high-school athlete with NIL money — and the parents and coaches around them — actually need.

When a high-school athlete signs the first significant NIL deal, the money is public, the family dynamic shifts, and the locker room dynamic shifts. Below are the four conversations a high-school athlete will most often face. Coaches and parents: read these aloud with the athlete. The scripts are not magic; they're starting points the athlete adapts to their own voice.

1. The teammate who asks for a loan

"I appreciate you trusting me to ask. I'm not in a position to lend money — not because I don't have it but because lending to friends almost never goes well, and our friendship matters more to me than the money does."

2. The friend who has stopped talking to you

"Hey — I've noticed things have felt different since the article ran. I haven't changed. The person you've known is still here. I want our friendship to outlast this and I don't want you to think I'm a different person."

3. The coach who suggests a "family-friend agent"

"I appreciate you looking out for me. My family and I have already started a process to interview agents. I'd rather meet [the family-friend] as part of that process — not as the only option — so I can compare."

4. The relative who shows up after the first NIL deal

"It's good to see you. Anything related to my finances goes through my [parents / advisor / attorney] — not directly through me, not in cash, not as a personal loan. That's not because I don't trust you; that's the rule I have to live by to protect what I'm earning."

READING PATH BY READER ROLE

Where to start in the full full playbook based on who you are.

The full playbook covers the full life of athlete money. Most readers shouldn't read it cover to cover. The chart below shows where to start based on the role you're reading from. The rest of the book is reference \u2014 come back to it when something specific comes up.

READER	READ THIS FIRST	READ NEXT	REFERENCE WHEN NEEDED
The Athlete (active) <i>College, rookie, mid-career, or veteran pro</i>	Ch. 0 Read This First Personal Finance Foundations Ch. 1-3 (Five Earning Years; How Athletes Are Taxed)	Ch. 4 Family + Pressure Ch. 5 Building Your Team Part II or III (NIL or Pro) by stage	Part IV when career income hits Part V Worked Archetypes Glossary, Index, Annual Checklist
The Athlete (career-end) <i>Within 3 years of retirement</i>	Part IV in full Ch. 13-14 Pension + Healthcare Worked Archetype #4: Recently-retired MLB	Ch. 16 Advisor-Selection Ch. 18 Family Trust Structures v2.1 Identity + Family Scripts	Part I-III as background Tax appendices, OBBBA-2025 sections Career-End 12-Month Reset Checklist
The Sports Agent <i>Player rep, contract negotiation, NIL</i>	Part III Pro Contract Mechanics Part II NIL three-track framework v2.1 §D Marketing-Rights Carve-Outs	Ch. 11 Signing Bonus Tax Ch. 12 Endorsement income Ch. 16 Advisor-Selection (brief your client)	Part I as client-context reference Part V Worked Archetypes AI Tool Prompts appendix
The Sports CPA / Tax Adviser <i>Athlete tax practice, jock-tax, S-corp</i>	Ch. 3 How Athletes Are Actually Taxed Ch. 11 Signing Bonus Tax v2.1 §E-G §199A SSTB, NY Convenience, IRS Audit	Ch. 8 NIL Tax + Compliance v2.1 §L §1031 + Opportunity Zones v2.1 §M-N OBBBA Sunset, Asset Protection	Ch. 18 Family Trust Structures Cohort sections (international/overseas) AI Prompts (jock-tax, NIL eval)
The Wealth Advisor / RIA <i>Financial planning for athlete clients</i>	Ch. 16 Advisor-Selection Landmine (read as audience) Ch. 15 Investment Policy v2.1 §I-K AUM Math, Fiduciary, Private Banking	Ch. 5 Building Your Team Ch. 18 Family Trust Structures v2.1 §H Players-Association Resources	Part III for contract context Part V Worked Archetypes by client type v2.1 §R Family-Conversation Scripts
The Family-Office Director <i>Serving athlete-principal families</i>	Part IV in full Ch. 18 Family Trust Structures v2.1 §M OBBBA Estate-Sunset Window	Ch. 4 Family + Pressure Dynamics Ch. 5 Building Your Team v2.1 §R Identity + Family Scripts	All technical chapters as on-demand Cohort sections by client sport Cross-ref Family Office Reference Guide
The Parent / Family Member <i>Of an athlete or aspiring athlete</i>	Ch. 0 Read This First Ch. 4 Family + Pressure Dynamics v2.1 §R Family-Conversation Scripts	Personal Finance Foundations Ch. 5 Building Your Team Worked Archetype matching child's situation	Tax + estate chapters as needed Glossary, Annual Checklist Cohort sections if applicable

CLOSING

If You Want the Full Reference

How to get the complete comprehensive playbook

This sixteen-page extract is the most consequential 10% of *The Athlete's Wealth Playbook*. The full book covers the technical chapters this extract leaves out: jock-tax mechanics, signing-bonus state-of-residence planning, NIL three-track tax framework, contract clause analysis, disability insurance, advisor selection, investment policy, post-career planning, four worked case-study archetypes, and a comprehensive glossary plus index.

The full book is available at baratelliinstitute.com/awp.

If this is free, imagine how much value is in the paid guide.

The 14 pages you just read are *excerpted* from the comprehensive main book. The Personal Finance Foundations chapter you read in full is one of nineteen sections. The truth-teller voice opens the book; the remaining chapters are the technical playbook a practitioner uses — jock-tax mechanics, NIL contract architecture, signing-bonus state-residency planning, advisor-selection diligence, post-career identity and business architecture, four full worked-archetype case studies, glossary, index. If this 14-page excerpt was worth reading, the comprehensive reference is worth keeping.

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COMPLIANCE RAILS: 18 Recommendations from NCAA Review

Built from a three-voice NCAA Administration + School Compliance + Enforcement panel review.

This section implements 18 specific recommendations from a compliance panel review conducted May 2026. The source: Patricia Hollings (NCAA Administration / DI NIL working group), Marcus Trent (Power-5 compliance officer), and Diane Ortega (NCAA Enforcement / Eligibility Center). The goal: teach readers to think about NIL as a money-with-rails topic, not just a money topic. The single most important addition is the run-it-through-compliance-first workflow.

The Run-It-Through-Compliance-First Workflow

The single most important step. Every veteran compliance officer tells the same story: the worst eligibility cases are not bad deals. They are deals nobody asked compliance about. This workflow is how you change that pattern:

STEP 1: Deal Arrives. You receive an NIL offer from a brand, collective, or other party.

STEP 2: Forward to Compliance. Forward the full contract to your school's compliance office BEFORE signing. Do not sign first.

STEP 3: Compliance Review (SLA). Compliance reviews and responds within the school's stated SLA (typically 5-10 business days).

STEP 4: Response. Green = approved, sign. Yellow = approvable with amendments, negotiate. Red = ineligible, decline.

STEP 5: Execute / Amend / Decline. Based on compliance response, execute the deal, ask for changes, or walk away.

STEP 6: Disclose on Payment. Once deal is executed, disclose again when you receive payment per your school's form.

Why this workflow matters

School compliance offices are not your enemies — they're your insurance policy. A 15-minute conversation with compliance before you sign can save you from a 3-year eligibility issue. This workflow is used at every Power-5 program and most mid-major programs. You're not asking for anything unusual. You're asking for what every serious athlete should do.

A1: What Is a Booster?

A booster is not just someone who writes a check. Under NCAA enforcement, a booster is anyone who has: provided benefits to the athletics program, attended booster events, purchased season tickets at the school-defined level, or been identified by the institution as a booster. Once a booster, generally always a booster. The athlete's NIL counterparty matters enormously.

A2: Three Compliance Layers at Once

State NIL statute, NCAA rule, and school policy all apply simultaneously. Following your state's rules does not guarantee NCAA compliance. Following NCAA rules does not guarantee school compliance. You must follow all three.

A3: House Settlement Landscape

The House v. NCAA settlement (2024) reshaped college athletics: revenue sharing (\$20K-\$30K per athlete), roster limits, NIL Go third-party administrator review for deals over threshold, back-pay opportunity. You need vocabulary for this post-settlement landscape.

A5: Pay-for-Play Red Flags

Walk These to Compliance Before Signing

Payment conditioned on enrollment · Payment conditioned on performance metrics tied to team results · Deal paid by entity whose only commercial activity is athlete payments · Deal with no deliverable. None are always violations. All are warnings.

B2: School IP / Logo / Uniform Prohibition

You cannot use school marks, uniforms, or facilities in NIL content without a separate institutional license. This is the single most common first violation compliance offices catch.

B3: Disclosure Timeline and Deal Log

Most schools require disclosure within 7 days of signing and again on payment. Request the form on day one of enrollment. Keep a deal log: name, counterparty, amount, signing date, payment date, disclosure date.

B4: F-1 Visa and NIL Income Warning

If You're on an F-1 Visa

You face severe restrictions on US-source NIL income. Before any deal: talk to compliance AND an immigration attorney. The intersection of immigration law and tax law is where athletes on F-1 visas get into the worst trouble.

B6: Practice, Class, and Travel Conflicts

NIL appearances cannot conflict with mandatory practice, class, or team travel. Put this language in every deal: 'Subject to athletic and academic schedule.'

C1: NIL Agents vs. Financial Advisors

Not the same role. You may need both. Use the NCAA Agent Registry as a first filter, not a final answer.

C2 & C3: Eligibility Chains

Booster-as-agent chain: Family-friend agent was a booster → agent representation is impermissible benefit → eligibility issue. Remedy: ask compliance to vet agent before signing. **Joint-account chain:** NIL income in joint account with booster parent → impermissible benefit picture. Remedy: athlete's account in athlete's name, parents advisory only.

C4: Agent Fee Structure and Caps

Most states cap agent fees (often 5%, sometimes lower). Ask: What is the cap in my state? What is the agreement form? When is the fee earned? A 20% fee is a red flag, not a negotiation.

C5: Transfer Portal NIL Continuity

A deal signed at School A may not survive transfer to School B. Read the termination clause. Expect a transfer will reopen the deal.

C6: Crypto and Digital Asset Payments

Crypto raises three issues: tax (received-value rules), compliance disclosure, counterparty risk. The playbook does not say no to crypto. It says model the three issues before accepting.

C7: Power of Attorney / Account Control

If Someone Asks for POA

This is rarely necessary and almost always a bad idea. The difference between authorizing a tax filing and handing over account control is enormous. If someone asks for POA, the answer is no. If they push back, they're not the right advisor.

Disclaimer

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CHAPTER

What a Coach Can and Cannot Do Around Money

Coaches as the most-trusted adult in many athletes' lives, and why that trust has boundaries.

The coach is often the most-trusted adult in an athlete's life. For many HS and college athletes, the coach is closer than a parent. Athletes naturally bring questions to the coach — including financial questions. But there are bright lines around what a coach can do and what they cannot. These boundaries exist to protect both the athlete and the coach.

The Bright Lines: Five Things Coaches Cannot Do

1. Serve as the athlete's NIL agent or negotiate on the athlete's behalf.

Structural conflict: the coach has institutional interest in signing athlete cheaply.

2. Accept any portion of NIL payments.

No referral fees, no kickbacks, no equity. Any financial arrangement is impermissible benefit.

3. Direct athlete to specific advisor with whom coach has financial relationship.

Disclose the relationship or don't make the referral.

4. Guarantee any financial outcome.

Coach cannot promise results. If advisor underperforms, coach is not liable but athlete is.

5. Keep the athlete from going to compliance.

Coach must actively encourage compliance review.

What Coaches Should Do Instead

1. Route to school compliance first.

Every money question about NIL should go through compliance first. 'That's a great question. Let's get compliance on the phone.'

2. Refer to vetted lists, not to individuals.

'Here are five agents who specialize in this sport. Interview all five before you pick one.'

3. Teach the athlete to ask hard questions.

Are you a fiduciary? How do you get paid? Who else benefits? Can I leave in 12 months without penalty?

4. Connect the family with the right professional.

Facilitate introduction to compliance officer, accountant, or planner. 'I'm introducing you to three people. You pick which one.'

TWO VOICES ON COACH BOUNDARIES

Coach Donaldson (20 years, HS): 'I want to steer my kids right, but I'm not the expert. The moment I pretend to be the money expert, I'm in over my head. My job is to teach them to ask the right people the right questions.' Coach Walters (D-I head coach): 'The best thing I ever did was distance myself from the money stuff. It freed me to be the coach, and freed my athletes to get real advice.'

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FEDERAL POLICY UPDATE · MAY 2026

The Trump Executive Order on College Sports

What the April 2026 executive order does, what it might mean for coaches and parents supporting young athletes through these changes, and what to do about it.

WHAT THE EO DIRECTS

- **5-year eligibility cap.** Limits college athlete eligibility to no more than five years.
- **One-transfer rule.** Athletes may transfer schools only once before graduation without sit-out requirement. *Note: courts have already rejected the prior NCAA version of this rule on antitrust grounds; legal challenges to this provision are expected.*
- **Anti-fraudulent NIL.** Prohibits 'fraudulent NIL schemes' defined as paying above fair market value for athlete services in connection with intercollegiate athletics. The fair-market-value standard itself is undefined in the EO.
- **Women's and Olympic sports protection.** Funding requirements for women's and non-revenue Olympic sports at universities receiving federal funds.
- **Effective date: August 1, 2026.** Compressed implementation timeline; legal challenges expected to seek injunctions before that date.

WHAT THIS MEANS FOR COACH_PARENT READERS

If you are a coach or parent supporting a current or prospective college athlete: **(1)** the EO is a fast-moving federal action with significant legal-challenge uncertainty - the operational reality on August 1, 2026 may look different from the EO as written, depending on injunctions; **(2)** work with the athlete's school compliance officer (and any agent / advisor) on documenting fair-market-value support for every NIL deal; **(3)** for prospective athletes, the recruitment conversation with schools should include explicit questions about how the school is preparing for the August 1 changes, including women's and Olympic sports funding commitments.

THREE THINGS TO DO RIGHT NOW

- **Document everything.** Every NIL deal you sign in 2025-2026 should have written support for why the dollar amount reflects fair market value - engagement-rate data, follower-count benchmarks, comparable deals from peer athletes. The 'fraudulent NIL' provision is the most likely enforcement vector; defensible documentation is your principal protection.
- **Stay close to your school compliance officer.** The operational interpretation of the EO will be developed at the school-compliance level before federal enforcement guidance arrives. Your school's compliance officer is the first-line authority on what's permitted in the period between now and August 1, 2026.
- **Monitor the legal challenges.** Multiple lawsuits challenging the EO are expected before August 1, 2026. The actual operational impact will depend on which provisions survive injunction and which do not. Front Office Sports, On3, and ESPN College Sports cover the developments daily.

FOR THE FULL OPERATING DEPTH

This callout summarizes the practitioner-level treatment in the full *Athletes Wealth Playbook* — Editorial Update 7 covers the EO mechanics, the SCORE Act legislative context, Title IX intersection, and four practitioner action items at greater depth. Available at baratelliinstitute.com.

Sources: White House Presidential Action 'Urgent National Action to Save College Sports' (April 2026); CBS Sports, ESPN, On3, Front Office Sports reporting (April-May 2026).

RESOURCES

Mental Health

Because the financial stakes don't take care of the human stakes.

Money is important. It's important enough to read this entire book. But money is not more important than your mental health. The financial stakes in athletic careers are real. The pressure is real. So is the mental health toll. If you or a teammate need help, here are the doors that are open.

NCAA SAAC Mental Health Resources

Your Student-Athlete Advisory Committee has mental health liaisons. Ask your compliance office or coaching staff for the contact. They are teammates trained to listen and point you to professional help.

NAMI HelpLine (1-800-950-6264)

National Alliance on Mental Illness. Free, confidential, staffed by people with lived experience. Can help you find local resources.

Hilinski's Hope Foundation

Focuses on student-athlete mental health and suicide prevention. Resources tailored to the athletic world.

Crisis Text Line (text HOME to 741741)

24/7 text-based crisis support. Often easier than calling.

988 Suicide & Crisis Lifeline (call 988)

If you're in crisis. Free, confidential, 24/7. Also text 'HELLO' to 741741.

Your School's Athletic Department Mental Health Program

Most schools now have mental health support built in. Ask: 'What mental health resources do we have?' Programs vary by school.

You are not broken for needing help. You are human. And you are not alone.