



FAMILY RECRUITING WORKBOOK

Sports Recruiting Options for Canadians

Six paths to a U.S. college opportunity - compared by cost, time, support, and family involvement

6 OPTIONS

REAL COSTS

PROS & CAUTIONS

DECISION WORKSHEET

Use this interactive checklist to identify the recruiting path - or combination of paths - that best matches your athlete's stage, goals, budget, timeline, and desired level of support.

ATHLETE NAME

SPORT AND GRADUATION YEAR

1. Compare the Six Recruiting Paths

There is no single right route. Lower-cost options usually require more family time; higher-service options trade a larger financial investment for strategy, outreach support, and time savings.

QUICK COMPARISON

OPTION	TYPICAL COST	TIME	BEST FOR
1. DIY multiple online accounts	Free	Very high	Families with time and no urgency
2. Personal recruiting profile page	About CAD \$100 + tax/year	High	Self-motivated athletes wanting one clean hub
3. Recruiting portal or database	About USD \$600/year	High	Athletes managing outreach themselves
4. Coach or recruiter with limited connections	Usually free or informal	Medium	Athletes inside a strong existing network
5. Small recruiting agency	CAD \$1,000-\$3,000+/year	Low-medium	Families wanting some managed support
6. Premium guarantee-backed agency	Higher, risk-managed investment	Very low	Families wanting a professional national search

BEFORE YOU CHOOSE

- ☐ We know how much time the athlete and family can realistically dedicate each week to research, emails, and follow-up.
- ☐ We know whether our search can be narrow and regional or must span multiple divisions and U.S. regions.
- ☐ We have decided how important financial risk protection and a formal guarantee are to us.
- ☐ We have considered the athlete's current stage: early exploration or an active Grade 10-12 scholarship timeline.
- ☐ We have checked whether our sport has specialized agencies, databases, showcases, or recruiting infrastructure.

Remember: Options can be combined. Many families begin with a professional DIY profile and add premium agency support as the recruiting window narrows.

2. DIY Foundations

These options keep costs low and family control high, but they also require consistent outreach, organization, and follow-up.

Option 1: DIY Using Multiple Online Accounts

COST: Free

TIME: Very high

BEST FOR: Younger athletes exploring

CHECK THE STATEMENTS THAT FIT YOUR FAMILY

- ☐ We want zero financial risk and full control over content and messaging.
- ☐ Our athlete is still learning the recruiting process and has time before recruiting becomes urgent.
- ☐ We can maintain several profiles, videos, spreadsheets, and communication channels consistently.
- ☐ We can create our own coach-contact strategy and measure whether outreach is working.

Watch for: Information can become scattered; coaches may see only part of the athlete's story; the family receives no built-in strategy or engagement reporting.

Verdict: A reasonable starting point for younger athletes, but rarely enough on its own once recruiting becomes serious.

Option 2: DIY Personal Recruiting Profile Page

COST: About CAD \$100 +
tax/year

TIME: High

BEST FOR: A clean, shareable athlete hub

CHECK THE STATEMENTS THAT FIT YOUR FAMILY

- ☐ We want one professional link combining video, stats, academics, and contact information.
- ☐ We value a credible, organized presentation that is easy to update.
- ☐ We are comfortable finding coaches, writing emails, and following up ourselves.
- ☐ We want strong value at a relatively low annual cost.

Watch for: The profile does not perform outreach, choose target programs, or create a follow-up strategy. The athlete and family still manage the process.

Verdict: Excellent value for families willing to do the outreach legwork; it is a professional storefront, but you must bring coaches to it.

3. DIY With Added Tools or Connections

These middle options add software, structure, or a personal endorsement while leaving most recruiting management with the athlete and family.

Option 3: DIY With a Recruiting Portal or Database

COST: About USD \$600/year

TIME: High

BEST FOR: Self-managed, organized outreach

CHECK THE STATEMENTS THAT FIT YOUR FAMILY

- ☐ We want access to a searchable coach and program database.
- ☐ We value built-in outreach tracking and more structure than a spreadsheet.
- ☐ We are comfortable writing, personalizing, sending, and following up on coach emails ourselves.
- ☐ We understand that software access does not transfer relationships or credibility to the athlete.

Watch for: The annual subscription still leaves the work with the family; renewals may continue each year; time savings may be smaller than expected.

Verdict: Useful for research and organization when the athlete is comfortable running the outreach process.

Option 4: DIY With Help From a Coach or Recruiter

COST: Usually free or informal

TIME: Medium

BEST FOR: Athletes with a strong network

CHECK THE STATEMENTS THAT FIT YOUR FAMILY

- ☐ Our coach knows the athlete's ability, work ethic, and character well enough to offer a credible endorsement.
- ☐ The coach's network includes programs at the athlete's realistic level and preferred locations.
- ☐ We understand the coach's available time, role, and realistic level of recruiting support.
- ☐ We will use this support as part of a wider strategy, rather than depending on one person's contacts alone.

Watch for: Personal networks can be narrow; coaches are busy; support may be informal, regional, and without accountability or a guarantee.

Verdict: A strong supplement, especially early, but risky as the only strategy for a broad cross-border search.

4. Agency-Managed Recruiting

Agency options reduce the family's workload. The most important differences are reach, accountability, service depth, track record, and financial risk protection.

Option 5: Small Recruiting Agency

COST: CAD
\$1,000-\$3,000+/year

TIME: Low-medium

BEST FOR: Families wanting some support

CHECK THE STATEMENTS THAT FIT YOUR FAMILY

- ☐ We want someone else to manage at least part of the outreach and follow-up.
- ☐ We have verified the agency's sport expertise, coach network, and recent results.
- ☐ The included services, reporting, support duration, and family responsibilities are clearly documented.
- ☐ We understand whether any guarantee or meaningful accountability is included.

Watch for: Quality can depend heavily on one person; networks and resources may be limited; results and guarantees vary widely.

Verdict: Can work well after careful vetting, but confirm the actual network, workload, deliverables, and results before committing.

Option 6: Premium White-Glove, Guarantee-Backed Agency

COST: Higher,
risk-managed investment

TIME: Very low

BEST FOR: A serious national-level search

CHECK THE STATEMENTS THAT FIT YOUR FAMILY

- ☐ We want professionals to manage coach outreach, profile/video packaging, follow-up, and negotiation support.
- ☐ We value broad access across NCAA, NAIA, and NJCAA divisions.
- ☐ We want minimal family time commitment during a busy school, training, and competition schedule.
- ☐ We value a verifiable track record, continuing support, and financial accountability through a guarantee.

Watch for: This option has the highest financial commitment. The athlete must still perform academically and athletically; no agency can guarantee a specific roster spot or scholarship.

Verdict: Best suited to families wanting a professionally managed, broad search with accountability and risk protection built in.

5. Choose Your Recruiting Plan

Select the route that best fits your family today. Your answer can change as the athlete develops, the recruiting window narrows, or your need for support increases.

OPTIONS WE ARE CONSIDERING

- ☐ Option 1 - DIY using multiple online accounts
- ☐ Option 2 - DIY personal recruiting profile page
- ☐ Option 3 - DIY recruiting portal or coach database
- ☐ Option 4 - DIY with help from a coach or limited recruiter
- ☐ Option 5 - Small recruiting agency
- ☐ Option 6 - Premium white-glove, guarantee-backed agency
- ☐ Hybrid plan - begin DIY and add professional support as the timeline becomes more urgent

OUR DECISION FACTORS

WEEKLY TIME AVAILABLE FOR RESEARCH, OUTREACH, AND FOLLOW-UP

PREFERRED SEARCH SCOPE, DIVISIONS, AND LOCATIONS

REALISTIC RECRUITING BUDGET AND REQUIRED RISK PROTECTION

ATHLETE STAGE AND RECRUITING TIMELINE

NEXT ACTIONS

NEXT ACTION 1

NEXT ACTION 2

NEXT ACTION 3

Need help choosing? Canadian Athletes Recruiting offers Premium Full Recruiting Services for athletes seeking professional support. Ask about eligibility, service details, and the terms of the Money-Back Guarantee during a complimentary consultation.

Visit canadian-athletes.com

Checklist adapted from: [Sports Recruiting Options for Canadians: 6 Paths to a U.S. Scholarship](#)