Agency Red Flags Checklist

12 things to check before signing with any agency.

If any of these apply, slow down and ask hard questions before committing.

- [ ] **1. They want your login credentials permanently**
  A real agency works with delegated access or alongside you. If they need your password stored permanently or want to change the email on your account, walk away.
- [ ] **2. They control the payout bank account**
  Your money should land in your account, in your name. If the agency receives your earnings first and then pays you "your share," you have lost all leverage.
- [ ] **3. Lock-in contract over 3 months**
  Rolling monthly or short-term agreements protect both sides. Anything over 3 months with no clean exit clause exists to trap you, not to help you.
- [ ] **4. No clear termination clause**
  You should be able to end the relationship with reasonable notice (30 days is standard). If the contract does not say how you leave, assume you cannot.
- [ ] **5. Vague or shifting revenue split**
  The percentage should be written plainly and should not change based on "tiers" or conditions you do not control. If it is not clear in writing, it is not real.
- [ ] **6. They will not do a video call**
  Any legitimate agency will happily get on camera with you before you sign anything. Reluctance to show their face is a serious red flag.
- [ ] **7. No registered business or visible team**
  Check Companies House. Look for real names, a real website, and a real team. If the agency exists only as a social media page, treat it accordingly.
- [ ] **8. They pressure you to sign immediately**
  Urgency is a sales tactic. A real partner will let you take the contract away, read it, sleep on it, or show it to a solicitor.
- [ ] **9. They ask for money upfront**
  Management agencies make money by growing your revenue and taking an agreed cut. If they want a fee before any work is done, they are selling a service, not a partnership.
- [ ] **10. Gag clause or NDA on your experience**
  If the contract stops you from talking about your own experience publicly, ask yourself what they are trying to hide.
- [ ] **11. No reporting or communication schedule**
  You should know what is happening on your account at all times. If there is no agreed schedule for updates, expect radio silence after you sign.
- [ ] **12. They manage 50+ creators with a small team**
  Quality management requires real time and attention. If one person is managing dozens of accounts, you are not getting managed. You are getting processed.