**LUKE KENNARD AGENCY OBJECTIVES**

*We have agreed on general parameters of a contract extension with the Detroit Pistons: 4 years, $60m total ($15m AAV). However, there are still a few details that we need to hammer out before the deal is complete. Namely, we need to finalize any bonuses that are included in the contract, as well as the benchmark for each bonus. The following are our goals in descending order of priority:*

1. We know that the main point of contention with Detroit will be Luke’s injury history. We are confident in Luke, but injuries are outside of his control. Plus, at just 24 years old, Luke is entering the prime of his career. We are concerned that the Pistons may try and add an incentive for Games Played, and that is totally off of the table. We want Luke to receive the full value of his contract. **Therefore, do NOT agree to any Games Played Incentives.**
2. Luke has been one of the most consistent shooters in the league the last few years. However, he believes that he can get even better. Given his work ethic, we do believe that Luke can improve from three, but if we include any incentives relating to shooting, we’d like them to be *Unlikely* so that he receives more money than his $15m AAV figure. **Therefore, include *Unlikely Incentives* relating to three-point shooting**.
3. There has been a huge increase in Luke’s role as a ball-handler last season. In fact, he quite enjoyed playing more as a distributor and setting up his teammates. He would like to have the offense continue to flow through him more, and has been spending time with the coaching staff outside of practice to work on his passing. **Therefore, include an Incentive that rewards Luke’s newfound passing skillset.**
4. We are well aware of Luke’s skillset, and the majority of his value comes on the offensive end. Luke has been trying to work to get better defensively, but has always had some trouble on that end of the floor. We are fine with Detroit including defensive incentives, but we want whatever incentives that are included to highlight our client’s strengths, and not their weaknesses. **Therefore, make sure that more money is attributed to Offensive Incentives than Defensive.**
5. Luke has always loved travelling. He wants to spend his time in the offseason visiting new countries and experiencing new cultures. We have caught wind from other agents that the Pistons are trying to put together an offseason workout program in Detroit. Luke isn’t opposed to attending if it’s worth it financially, but would prefer to workout on his own time. **If possible, avoid committing Luke to the Pistons offseason workout plan.**

**NOTE:** All bonuses must be structured in compliance with the NBA Collective Bargaining Agreement. Failure to adhere to these structures will result in deduction of points.