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HOW HIRING A RECRUITING CONSULTANT HELPED ONE GEORGIA QB'S DREAM COME TRUE

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When he was a junior in high school, John King III wasn't sure if he would get to live his dream to play college football.

A 6-foot-5 inch, three-time letter winner at Pace Academy High in Atlanta, King was in the National Honor Society and had the grades to go anywhere, he just didn't have much interest from college football programs to play quarterback.

That's when his parents hired SportMatch, LLC, a Charlotte-based company driven to match highly-motivated high school student-athletes with prospective colleges.

SportMatch has consultants who specialize in baseball, basketball, football, lacrosse, soccer and volleyball. And football consultant Marty Wild immediately went to work for the Kings, trying to match their son with the right type of program that could benefit him academically and athletically.

The result? King earned a spot to play at perhaps the world's most prestigious school, the Massachusetts Institute of Technology. The acceptance rate of MIT is among the nation's lowest, at 7 percent, but being a student-athlete helped King get into one of the school's he longed dreamed of attending.

"Marty Wild, Lane Odom and the Sportmatch team were instrumental in helping facilitate John's recruitment to arguably the best college in the world," said King's father, also named John. "Our son's life was changed forever when he was offered a chance to study and play at MIT."

King graduated from Pace Academy in 2014 and played two seasons at MIT before ending his career due to concussions. But he will graduate with that prestigious degree.

SportMatch founder Lane Odom preaches that his company is not just about finding a place for your child to go for four years, but to set him or her up for the next 40 years. He thinks the John King story attests to that.

"John is a perfect example of how becoming a recruitable athlete can enhance your chances to get into the right university," Odom said. "It can make you even more attractive to some of the top universities and colleges in this country. John's level of seriousness in the classroom, combined with his ability to play on the level of a college athlete enhanced his position and the combination of the two made him a stronger candidate at arguably the world's top school."

King's father said hiring SportMatch was one of the best decisions the family ever made.

"What made sense for our family was not only their significant experience and contact base," the older John King said, "but their commitment to finding an academic environment that would challenge John during his time on campus and serve him well for his adult life."

About SportMatch, LLC

SPORTMATCH is a college athlete placement program and consulting firm. Our staff provides unparalleled guidance and counseling for student athletes and their families as they navigate the arduous waters of the collegiate recruiting process. With more than 50 years of experience, SPORTMATCH serves as a liaison between selective schools and higher academic athletes.

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