



HT: 6'7

AGENT: EXCEL

WT: 215

YOS: 4

AGE: 24

PRE-NBA: VILLANOVA

DRAFT: 19TH

DRAFT YR: 2020

PLATFORM STATS:

PPG: 13.7

MPG: 32.7

STL: 0.8

+/- : - 0.3

APG: 1.5

EFG%: 49.7

STL%: 17.3

AST%: 8.2

RPG: 6.5

TS%: 54.9

BLK: 0.2

REB%: 20.9

3P%: 31.6%

3PA: 5.7

BLK%: 5.7

USG%: 16.3%

SITUATION

- **HAWKS LOST IN PLAY-IN TO THE BULLS**
- **IT IS THE FIRST DAY OF FREE AGENCY (NEGOTIATION W/ HAWKS)**
- **THIS IS THE FIRST MEETING BEY HAS TAKEN**
- **HAWKS HAVE DONE THE FOLLOWING:**
 - **RENOUNCED PATTY MILLS AND WESLEY MATTHEWS**
 - **WAIVED BRUNO FERNANDO**
 - **PICKED UP GARRISON MATHEWS'S TEAM OPTION**
 - **SIGNED TWO FIRST ROUND PICKS AT #12 AND #21 (HAVE NOT MADE ANY OTHER TRANSACTIONS)**
- **A HANDFUL OF TEAMS WITH ROOM ARE INTERESTED IN BEY, BUT HE IS NOT THEIR FIRST PRIORITY**

FAVORABLE PLAYER COMPARISONS

Player (platform stats)	Age (at signing)	Y1 % of cap	PTS	AST	REB	3P%	Min
Saddiq Bey	24	NA	13.7	1.5	6.5	31.6%	32.7
Dillon Brooks	27	16.64%	14.3	2.6	3.3	32.6%	30.3
DeAndre Hunter	23	14.77%	13.4	1.3	3.3	37.9%	29.8
PJ Washington	25	12.39%	15.7	2.4	4.9	34.8%	32.6
Rui Hachimura	25	11.57%	11.2	0.9	4.5	31.9%	23.3

We used Brooks and his Y1 cap percentage as our anchor for our initial offer. We countered the expected argument that Brooks has had a better tenure overall, more years of experience, and better defensive capabilities, so he is not comparable, with the argument that we were only asking for close to Brooks-tier money, Bey brings much better rebounding to the table, and is younger with great size and potential going into his prime. With Hunter, we argued that Bey starts over him and deserves comparable pay especially with the increase in cap. As for PJ, we argued that the two were very similar statistically on struggling teams, and that we believed Bey had higher upside to which they disagreed. We felt he was a great anchor for the 12%, but ultimately still could not make up ground. Lastly, we used Rui as our bottom tier comparable with him only starting 9 games his platform year and playing far fewer minutes, having a concerning injury history, struggling from 3, producing less when he's on the floor, and having a theoretically lower ceiling as an older player than Bey.

UNFAVORABLE PLAYER COMPARISONS

Player (platform stats)	Age (at signing)	Y1 % of cap	PTS	AST	REB	3P%	Min
Saddiq Bey	24	NA	13.7	1.5	6.5	31.6%	32.7
Georges Niang	30	6.50%	8.2	1.0	2.4	40.1%	19.4
Jarred Vanderbilt	23	7.60%	7.9	2.4	7.5	32.2%	24.1
Caleb Martin	26	5.24%	9.2	1.1	3.8	41.3%	22.9
Nassir Little	21	4.59%	9.8	1.3	5.6	33.1%	25.9

This negotiation was difficult because the team made it evident that they did not view Bey as having a ceiling higher than his current play to the extent that they directly established that Bey would be losing his starting position at the start of the negotiation. While we agree that there are certainly arguments to be made that Bey may not be worth starter-caliber money (average F makes over \$20M AAV), but the player comps we were combatting were those that had never seen starter minutes in their careers.

It would have been an injustice to our hypothetical client to entertain those comparisons without testing the free agent market. The argument naturally was that the Pistons started him because they were a bad team, but at the end of the day, the Hawks still traded 5 2nds to get him and lacked alternatives to replace him despite intending to contend immediately. Having such a fundamental disagreement on whether Bey was an efficient bench player versus a developing wing that had a rough season shooting the ball is ultimately what preventing us from being able to make a deal.

SOME NEGOTIATION CONSIDERATIONS (BOTH SIDES)

1. Bey is a 24-year-old, 6'7 wing that has played starter-level minutes since he entered the league
2. He is coming off arguably his worst season in terms of efficiency and production, which could be a result of lack of fit or that he's simply not cut out to be a starter
3. Other teams with projected room like the Spurs, Hornets, Sixers, Jazz or Raptors might be willing to take a chance and sign him to an offer sheet
4. The new TV deal will likely bump the cap the full 10% next summer
5. Despite starter minutes he's likely one of the worst starting F in the NBA
6. The Hawks traded 5 2nds for Bey not long ago
7. Hawks are very limited in financial resources to be able to replace bey, but would save money not bringing him back if starter money is what bey is demanding
8. Below 32% from 3 on over 5 3PA is atrocious in the modern nba, he's 26th percentile among wings in eFG%, and is an unproven defender on a poor defensive team
9. Jalen Johnson is emerging as a player that could take bey's spot, which could result in him losing an opportunity at starter-caliber money
10. Forwards often make their largest improvements around bey's age

CAP SITUATION (NO DEAL MADE)

Player	2024-25	2025-26	2026-27	2027-28	2028-29
Trae Young	\$43,031,940	\$45,999,660	\$48,967,380	\$51,415,749	
Clint Capela	\$22,265,280				
De'Andre Hunter	\$21,696,429	\$23,303,572	\$24,910,715	\$37,366,073	
Bogdan Bogdanovic	\$17,260,000	\$16,020,000	\$16,020,000	\$24,030,000	
Dejounte Murray	\$25,499,599	\$27,539,568	\$29,523,536	\$31,507,504	\$47,261,256
Onyeka Okongwu	\$14,000,000	\$15,000,000	\$16,120,000	\$16,880,000	\$25,320,000
Saddiq Bey	\$16,000,000	\$17,280,000			
Kobe Bufkin - #16	\$4,299,000	\$4,503,720	\$6,904,203	\$20,712,609	
AJ Griffin	\$3,889,920	\$5,967,137	\$17,901,411		
Jalen Johnson	\$4,510,905	\$13,532,715			
Garrison Mathews	\$2,230,253	\$2,198,319			
Mouhamed Gueye - #40	\$1,891,857	\$2,221,677	\$2,406,205	\$2,423,659	
2025 IRP	\$4,939,920	\$5,187,000	\$5,434,080	\$7,488,162	
2025 IRP	\$3,195,720	\$3,355,680	\$3,515,520	\$5,783,030	
Total	\$184,710,823	\$182,109,048	\$171,703,050	\$197,606,786	
Bey % of Cap (Tulane estimates)	11.35%	11.67%	0.00%	0.00%	
Amount below 2nd Apron	\$4,104,177	\$16,146,702	\$36,465,488	\$20,970,178	
Salary Cap	\$141,000,000	\$148,050,000	\$155,453,000	\$163,226,000	\$171,387,000
Tax Level (121.5% of Cap)	\$171,315,000	\$179,880,750	\$188,874,788	\$198,318,527	
1st Apron	\$178,648,444	\$187,580,866	\$196,959,909	\$206,807,905	
2nd Apron	\$188,815,000	\$198,255,750	\$208,168,538	\$218,576,964	
Alternate cap		\$155,100,000	\$167,508,000	\$180,908,640	\$195,381,331
Alternate Cap higher		\$155,100,000	\$170,610,000	\$187,671,000	
% of cap if there is a 10% increase TV Deal Yr		11.14%	0.00%	0.00%	
Contract Total (2 years)	\$33,280,000				

OUR NEGOTIATION

The cap sheet above indicates our last offer before the walk-away. The negotiation began with us requesting starter-caliber money on the agent side in terms of percentage of the cap. We highlighted some of the player comps listed above and harped on Bey's potential upside at only 24, the lack of wings playing starter minutes earning less than 12% of the cap in Y1 of their deals, and the Hawks lack of alternatives. The team side indicated their perception of Bey as a bench player going forward and referenced players that struggled with efficiency like Bey to initially offer below \$10M AAV. Despite starting incredibly far apart, we tried to make a deal by changing term lengths, trying different structures, and ultimately coming down a lot on our offer. We chose not to come to a deal because the team wouldn't come up from the NTPMLE with wild unlikelies attached like DPOY. We determined it best to further test the market and, if all else fails, taking the QO that would line Bey up as a UFA in a TV Deal summer.

POST INJURY ANALYSIS

Bey suffered a season-ending ACL tear in his left knee after starting 51 of 63 games with Atlanta. Bey will be a restricted free agent this offseason if Atlanta opts to extend the Qualifying Offer (QO) to Bey to keep their Right of First Refusal (ROFR). Bey's QO is set at \$6,498,258. Despite the severity of Bey's injury, it seems unlikely that ATL would let him walk for nothing after trading 5 2nds for him. Bey also is unlikely to get starter money following an ACL tear. It also seems unlikely that Bey would get starter-caliber money this offseason after having a rough platform season prior to tearing his ACL. I think the most likely scenario is that Bey and his camp choose to bet on him making a full recovery, performing better upon recovery, and entering unrestricted free agency (UFA) in the year of the new TV deal at age 25 where he can sign a lengthy contract in his prime.

OPTIONS THIS OFFSEASON

1. Assuming ATL issues the QO to keep ROFR, take the QO and play out the 2024-25 season with ATL on a one-year, \$6.5 million deal. Bey would then be a UFA in the summer of 2025
2. Negotiate a new contract with ATL. Market value for Bey would likely be at or below Rui's 3-year, \$51 million deal (roughly 11% of the cap)
3. Seek an offer sheet with a team that has space. Some teams with projected cap space include: Spurs (21M), Hornets (up to 35M), Jazz (50M), Raptors (55M), and Sixers (76M). [*Per Danny Leroux of the Athletic*]
4. Try to get the NTPMLE (projected: Rockets, Nets, Wizards, Bulls, and Kings)