

TO to Dallas...I Don't Know

Contributed by Norm Hitzges
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There is a segment of this area's football fans who want Terrell Owens here. They want him regardless of the type of emotional burden he brings. He has now scarred 3 football teams. He left San Francisco amid a ton of controversy. He basically spit in the face of Baltimore saying he wanted to play with a more experienced QB. Then, he almost single handedly slammed the door shut on Philadelphia's season.

Now the Eagles have given TO and his agent permission to seek a trade. Why does TO want a trade? Well, just like everything else that motivates TO, it is all about money. He wants to try to make sure that he gets his \$7.5 million bonus due to him.

This in my mind is like trying to market jock itch. You are going to another team and say, "you've got a chance to get some Pro Bowl jock itch here…"

But, if you really want Owens, financially this is a no brainer. In addition to the \$7.5 million bonus, TO is due to make another \$600,000+ this season. In all reality that is probably what it's going to take to sign him as a free agent for 1 year.

In most trade situations you could stop your analysis at this point. But this is TO. Not only do you have to negotiate a trade with Philly, but you want to make sure that TO is going to be happy. And that is the key.

You can negotiate the smartest contract in the world for your franchise but if TO isn't happy it doesn't matter how cap friendly the numbers are…Just ask Philadelphia.

Owens is an incredible player with immense talent. If you think that your team is one player away, you may be enticed to take a chance on him. But you have got to do everything in your power to limit your losses.

That means that you cannot depend on him week in week out. You can't count on him to stay happy. You can't count on him to be a leader (but, in all reality do you really want him to be a team leader). You've got to look at TO differently than any other player on your roster.

You've got to look at TO as a luxury. A \$8-\$10 million luxury item. But, with TO, it's not a question of how much money you are willing to give, it's a question of how much rope you are willing to give. . If I were the Cowboys, would I go after TO? No. I just think the Cowboys have are in need of too many necessities to be thinking about expensive luxury items.