

RESULTS ANALYSIS: GOLF INSIDER
REVIEWER: PETER LING / DATA ANALYSIS: NICK WARD

DETAILED ANALYSIS OF PROFITABLE GOLF TIPSTER

NAME:	Golf Insider	EMAIL:	matthew@matthewwalton.co.uk
WEBSITE:	golfinsider.co.uk/sbc-offer	TWITTER:	n/a
BET DELIVERY:	Email only	COST:	£37 + VAT per month
BET FREQUENCY:	30 tips per month on average	SBC DISCOUNT:	60 Day Risk Free Trial & 10% Discount Exclusive to SBC members
BET SUPPLY TIME:	GMT: Midday Tuesday & Wednesday <i>Late Evening for Australian/NZ members.</i>		
LANGUAGE:	English A good command of English is not essential to follow.		
BOOKMAKERS:	Essential: Bet365, Paddy Power, Bet365, William Hill, Ladbrokes, Bet Victor & Coral, Betfair Sportsbook, Exchange (Betfair & Smarkets) Recommended: Any other racing bookmakers/exchanges you have access to.		

ANALYSIS SNAPSHOT

- Profitable across all forms of tips – Outright, 2/3 Ball and Combination;
- Combined ROI of 14.2% from 1243 tips since 2014;
- Majority of profit comes from winners priced 40/1 and above;
- High potential for increased profits from exchange betting;
- Ideal for those affected by betting restrictions on sports such as horse racing;
- Enjoying an exceptionally profitable 2017!

INTRODUCTION

Welcome to this special report on the performance of the SBC Premium Tipster service – the [Golf Insider](#).

Following an excellent start to 2017, alongside profitable long-term figures dating back to 2014, the Golf Insider continues to attract a lot of interest from punters keen to add a golfing service to their betting portfolio.

Run in conjunction with Matthew Walton, interest in the Golf Insider has also been high due to the 60 day risk free trial and 10% discount on offer to SBC members.

To quickly recap on what the Golf Insider offers – it provides tips for two types of bets each week – outright tournament tips and 2 or 3 ball tips.

You can expect 7 to 8 outright tips spread across the 2 main tournaments the Golf Insider focuses on each week, all supplied via email.

Outright tournament tips are almost always to be backed each way and come at larger prices with average odds settling around the 80/1 mark.

The 2 or 3-ball tips are at the shorter end of the betting market at average odds of between 11/8 and 6/4 with around 6 to 7 bets per month on average for subscribers.

For those unfamiliar – a 3-Ball is a Golfing bet type that is usually offered in the 1st and 2nd rounds of a 4 round tournament. With 3-Ball you bet on which player in a 3 player group will post the lowest score for the round. All three players must complete the 18 hole round.

As an SBC member, you can now take advantage of a special 60-day trial of the Golf Insider service, which is available via this link: golfinsider.co.uk/sbc-offer

The 60 day trial period allows you to sample the service at the discounted price of £37+VAT per month (10% off) and if you find the service not to your liking, you can request a full refund within this 60 day period.

Overseen by Matthew Walton, he usually only offers a 30 day trial, so as an SBC member you can get a 10% discount and full 60 day trial - making it a great offer.

Matthew is also very approachable and unique in the industry for supplying both his office phone number (01625 315654) and personal mobile (07752 768094) alongside his email address for you to discuss the service.

SAMPLE EMAIL

The Golf Insider sends tips out across a series of emails sent on Tuesday and Wednesday each week at midday and 4pm.

Alongside a rundown of each tip, you can also get a preview of the tournament itself, recent form, weather forecast and the terms being offered by the bookies.

Below you can find a sample email taken from May 2017, where the Golf Insider tipped up eventual winner, Kevin Kisner at a widely available 28/1.

This week's second tournament is the DEAN & DELUCA INVITATIONAL on the PGA Tour.

Here's a preview of the action...

The Tournament - It's been around since 1946 but the D&D has undergone a few name changes along the way, the "Colonial" being its most popular modern version. As one of the five invitational events on the PGA rota it's made up of a smaller field than usual (around 125 players compared to the usual 156) but the quality tends to remain constant with a number of "name" players lifting the trophy in recent years.

The Course - The Colonial Country Club is a par 70 laid out over 7,204 yards. It's situated just outside Fort Worth, Texas and has a rich history dating back to the 1930s. Not one of the leading courses in the US, it did host the LPGA US Open in 1991. Scoring should be good this week if the weather holds up.

72-Hole Record - 259, Zach Johnson (2010)

18-Hole Record - 61, Zach Johnson (2010)

Past Winners - Jordan Spieth (2016), Chris Kirk (2015), Adam Scott (2014), Boo Weekley (2013), Zach Johnson (2012).

The Field - A slightly reduced, invitational field for this event. Jordan Spieth is the market leader at 12/1.

The Weather - There's a chance of rain on Thursday/Friday. Winds strong and blustery, the first two days especially, 62% humidity and temperatures in the low-to-mid 80's.

The Bookies - Most firms offer EW terms of 1/4 odds on 5 places. BFS, BOY, WHL pay out on 6 places at 1/5 odds. COR & PPW pay out on 7 places at 1/5 odds - worth noting for Kuchar & Lee.

The Bets - There are five bets this week at 25/1 to 100/1.

Here are the details...

DEAN & DELUCA INVITATIONAL - TOURNAMENT WINNER

(starts 13:00 UK time on Thursday)

Matt Kuchar - £50 EW - 26 COR, PPW, GEN (OVOM: 23)

"Kuchar looks close to hitting top form again with figures of 4-11-40-MC-9 from his last five starts. Last week at the Byron Nelson he finished 9th but ranked 5th in Driving Accuracy and 1st in Greens-In-Regulation. His game looks in great shape all he needs now is that hot week with the putter like we saw Horschel have last week. Kuchar is known for his great putting so hopefully he finds his touch again on a course he loves. He's finished 2nd and 6th at Colonial in the last three years and looks set to play well there again."

Kevin Kisner - £50 EW - 29 B36, SKY, BFD, SPB, BVC, SJA (OVOM: 26)

"Kisner has hit a mini-slump after weeks of knocking on the door of his second PGA Tour win. Since he finished 2nd at the team event in Zurich he's not continued his great play. He took last week off and should be looking forward to returning to a venue he clearly likes playing. He's finished 10th and 5th here the last two years and looks more than capable of beating a field lacking depth. Spieth is still struggling to find his form, there are massive question marks over whether Rahm can play in windy conditions (this week it's forecast to blow hard the first two days) and Garcia has now had two blow-ups back-to-back after being bang in contention for two weeks in a row. At the price Kisner looks the pick of the bunch at the head of the market."

Marc Leishman - £25 EW - 41 SJA, BFD (OVOM: 36)

"Like I mentioned above there is a lot of wind forecast for this week so I've gone with a player who very much ticks the box when it comes to coping with these conditions. Leishman is used to playing in windy conditions being from Australia and some of his best finishes have come when the wind has blown hard, his runner-up finish at the Open springs to mind. Last week the wind blew hard at times and Leishman finished 13th. He ranked 12th in Driving Accuracy and 5th in Greens-In-Regulation, and ok he struggled quite a bit on the greens, but he still managed to finish high up despite giving up nearly four strokes to the field on the greens. His record at Colonial is decent with 6/6 cuts made and his form here is also progressive. This wind expert is playing well and likes the course, around 35/1+ is backable given the relatively weak field."

Danny Lee - £25 EW - 67 COR, PPW, GEN (OVOM: 67)

"Lee is an adopted Texan as he lives in the state. His form over the last couple of months suggests he too is getting closer to the level he was at a couple of years ago. He finished 5th last week at the Byron Nelson and looked to have total control over his golf ball. He was 2nd in GIR and but for a slow start to the week he could have been challenging the likes of Day and Horschel for the win. He had the best weekend score of any player with 8-under-par and will be full of confidence coming to a venue where he has solid form."

James Hahn - £15 EW - 101 SJA (OVOM: 81)

"Hahn can count himself unlucky not to have won last week as he was the best player by a long way from tee-to-green. He hit the second most fairways and second most Greens but really struggled to convert his fair share of birdie chances unlike Day and Horschel who seemed to hole every putt they looked at. After watching Hahn last week I can't leave him out. He's in total control of his golf ball and if that putter warms-up he'll be a real danger man. After all this is a multiple PGA Tour winner who has won some of the biggest events on Tour."

Next update will be at 16:00 for any Round 1 3-Ball bets for the BMW PGA CHAMPIONSHIP.

RESULTS ANALYSIS

Digging into what matters most – performance and effectively we have 3 sets of analysis to observe. These results are accurate up to and including the 15th May 2017.

The Outright and 2/3-ball tips individually and then both of these as a combination, which is where we will begin.

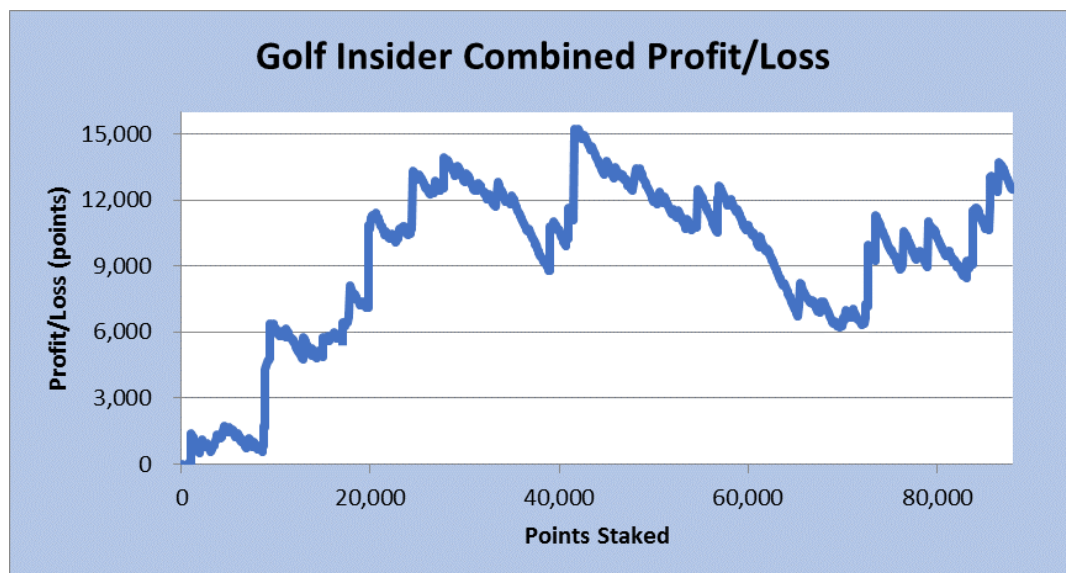
The combined results show a 12,475 point profit from 1243 bets at a ROI of 14.2% since the service began. Broken down into yearly performance, the best return came in 2014 with a 36.9% ROI, whilst the only losing year was 2016 which lost 9.9% ROI from 354 bets.

Performance Summary - Combined Results

Month	Bets	Stake	P/L	ROI
2014	279	15,550	5,739.7	36.9%
2015	470	34,300	6,302.0	18.4%
2016	354	28,830	-2,863.7	-9.9%
2017	140	9,305	3,297.0	35.4%
Total	1,243	87,985	12,475.0	14.2%

As with any golf service which identifies bets at larger prices (Given the average price for an outright bet of 80/1), we can expect a fairly up and down ride at times, especially over short-term periods.

This volatility is reflected neatly by the performance graph below and the fact during the 38 months that the Golf Insider has been advising tips, only 17 have made a profit with 21 posting a loss – a 44.73% strike-rate for winning months.



Despite this volatility, the key takeaway is the overall profitable performance when sticking to your guns and following the service long-term. With the right attitude and right betting banks, such patience has been richly rewarded so far.

OUTRIGHT ANALYSIS

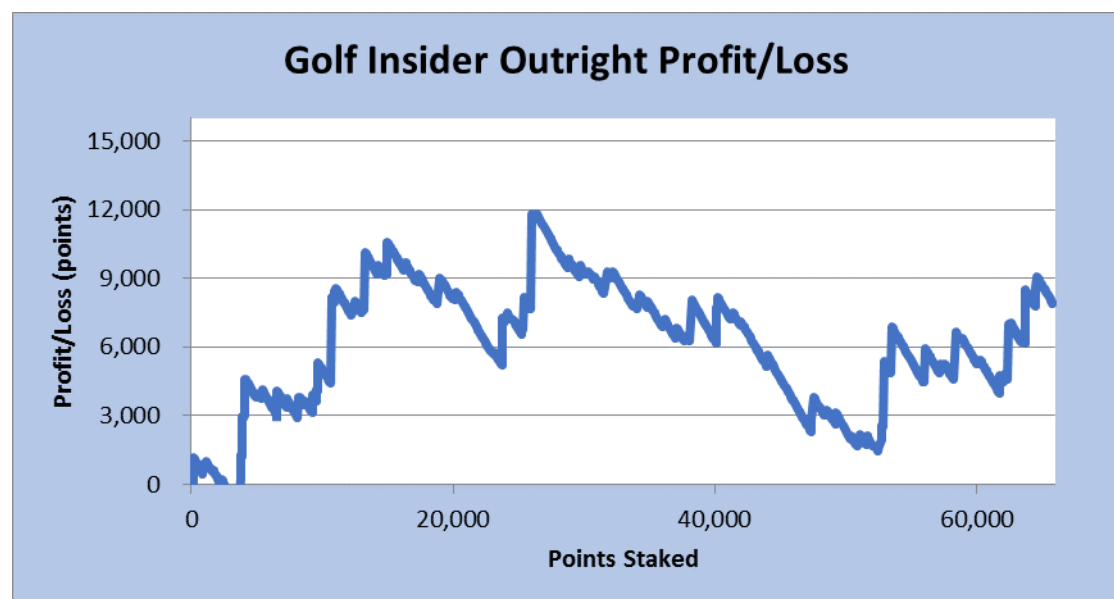
Next up, let's take a look at the performance of the Outright tournament bets themselves, which are the most common type of bet with around 3-4 for each of the 2 main tournaments each week.

The headline figures for the outright bets since 2014 have shown a profit of 7,884 points from 979 bets to a ROI of 12%.

Performance Summary - Outright Bets

Month	Bets	Stake	P/L	ROI
2014	196	8,540	3,576.0	41.9%
2015	367	25,030	4,343.5	17.4%
2016	301	24,460	-3,153.0	-12.9%
2017	115	7,770	3,117.5	40.1%
Total	979	65,800	7,884.0	12.0%

As expected, it is these outright bets that account for the volatility in the performance graph which has fluctuated from a high of 12,000 down to a low of 1200 at various points during the lifetime of the service so far. Showcasing the need for patience whilst you wait for the big priced winners to come in.



In fact you can probably sum up the Golf Insider neatly by breaking it down into yearly performance. 2014 & 2017 have been exceptional, 2015 was very good, whilst 2016 was the only disappointment. Taken over the full 4 year period, overall it has performed very well indeed.

Odds Band - Outright Bets

The reason for the volatility is best outlined by examining the average odds for the outright tips and where the Golf Insider edge comes from. Examining all 979 outright tips, the greatest profit came from those priced between the range 45/1 to 80/1, followed by those 90/1 and above.

Whilst the 40/1 or less tips have not made a profit as yet, it wouldn't take too many winners at 40/1 to change these stats significantly and with only 337 bets to observe, it's not the biggest data sample (So our advice is to continue to back those 40/1 and under)

	Bets	Stake	Av Stake	P/L	ROI
40/1 or less	337	36,740	109.0	-5,306.3	-14.4%
45/1 to 80/1	333	17,830	53.5	12,029.6	67.5%
90/1 and above	309	11,230	36.3	1,160.6	10.3%

2 & 3-BALL ANALYSIS

Finally, let us also look at how the additional tips have fared, which are a mixture of 2-ball and 3-ball tips.

The headline figures for the 2/3 ball bets since 2014 have shown a profit of 4,591.10 points from 264 bets to a ROI of 20.7%.

Performance Summary – 2/3 Ball Bets

Month	Bets	Stake	P/L	ROI
2014	83	7,010	2,163.7	30.9%
2015	103	9,270	1,958.5	21.1%
2016	53	4,370	289.3	6.6%
2017	25	1,535	179.5	11.7%
Total	264	22,185	4,591.1	20.7%

Although this is a much smoother and easier method to follow, we must bear in mind the relatively low sample of bets at 264, with only an average of around six to seven 2/3 ball tips in any given month.



STAKING PLAN ANALYSIS

Another interesting area of analysis came in the form of the staking plan used by the Golf Insider across both sets of bets individually (outright and 2/3 balls) and the combined performance.

The advised staking plan on an outright bet ranges from 10 points each way (20 total) to a maximum of 100 points each way (200 total) although the reality is that the majority of bets fall between the range 15 to 40 points each way.

In the table below you can see each of the outright and 2/3 ball bets alongside the total performance compares when weighing up advised versus level staking. As you can see there is quite a difference, especially for the outright bets with 12% ROI advised vs 36% level stakes.

Advised vs Level Staking

	Bets	Advised			Level	
		Stake	P/L	ROI	P/L	ROI
Outright Bets	979	65,800	7884.0	12.0%	356.0	36.4%
2/3 Ball Bets	264	22,185	4591.1	20.7%	50.0	18.9%
Total	1,243	87,985	12475.0	14.2%	406.0	32.7%

Tackling the 2/3 ball bets first, there is a small advantage in terms of ROI between advised and level staking with 20.7% ROI for the former and 18.9% for the latter.

The contrast between advised and level stakes for the outright bets is more defined, although it's worth considering that such a difference is entirely normal when considering the large odds the service often tips at.

After all, the amount staked is often relative to the odds of the tip and its chance of success. You are more likely to find a 10 point each way bet on a 250/1 shot and a 50 point each way bet on a 35/1 tip than the other way round. Logic states that you are considerably more likely to have a 35/1 winner than a 250/1 winner so staking differently on them is better from a betting bank point of view.

You could place all bets, whether it's 35/1 or 250/1 at level stakes, although your betting bank will need to be larger to account for this, which in turn raises issues of Return on Capital. Equally you might well need to consider much larger losing runs if backing 250/1 shots to the same stakes as 35/1 tips. It's all a question of balance.

For those of you who are keen to back all of the outright selections to level stakes, here is our suggested bank sizes (assuming you place 1 pt level stakes on each bet) and the ROC returns. As outlined further in the betting bank section below, these are broken down into Cautious, Normal and Riskier options.

Betting Bank Options - Outright Selections (1 pt level stakes)

Risk Level	Bank Size	ROC
Cautious	450	79.1%
Normal	375	94.9%
Riskier	300	118.7%

BETTING BANK ANALYSIS

Moving onto the subject of betting banks and once again we need to evaluate this across all 3 different combinations: Outright, 2/3 balls and Combined.

To help with this we need to understand the max drawdown from peak to trough for all 3, which stand as follows:

- Combined - drawdown 9,047 pts over period 8/9/15 - 16/8/16 (325 bets)
- Outright - drawdown 10,320 pts over period 8/9/15 - 6/9/16 (306 bets)
- 2/3 Ball - drawdown 871 pts over period 25/8/16 - 26/1/17 (20 bets)

Taking these figures into account alongside running the service stats through the Betting Bank Calculator, we have 3 different bank size figures depending on your approach to risk.

Firstly – we have the ‘Riskier’ bank, which is for those of you keen to ensure greater betting bank growth, although with less cushion during a bad run.

Secondly is the ‘Normal’ bank, which is our standard suggestion on how to proceed. It should allow plenty of cushion during any particularly bad runs of form.

Thirdly, for those of you particularly risk averse, we also have the ‘Cautious’ bank, which reduces the risk in following substantially. The returns are lower, yet so is the chance of ever going bust or losing large sections of your bank.

In this first table, you can find the advised points betting banks (to Golf Insider’s advised staking plan) for Riskier, Normal and Cautious recommendations.

Approach	Riskier Bank (ROC 1)	Normal Bank (ROC 2)	Cautious Bank (ROC 3)
Outright	18,000	24,000	30,000
2/3 Balls	2,500	3,000	3,500
Combined	15,000	20,000	25,000

Here are the respective percentage growth ROC figures for each of the 3 suggested banks and each of the 3 ways you can follow the service.

Approach	Riskier Bank (ROC 1)	Normal Bank (ROC 2)	Cautious Bank (ROC 3)
Outright	43.8%	32.8%	26.3%
2/3 Balls	183.6%	153%	131.2%
Combined	83.2%	62.4%	49.9%

BOOKMAKERS & EXCHANGE BETTING

Bets are advised with a range of bookmakers, mostly the larger firms as found on Oddschecker such as Bet365, Paddy Power, Bet365, William Hill, Ladbrokes, Bet Victor, Skybet, Stan James & Coral.

Most tips are only put forward when available with several bookmakers (usually at least 2 to 3) so obtaining the quoted odds is usually quite achievable.

Unlike some sports like Horse Racing, bookmakers treat golf bets and golf punters quite differently and you are much less likely to suffer an account restriction or closure due to backing a winner.

Why is this?

Well one reason is the fact the bookmakers can lay off their liabilities on the exchanges when it comes to Golf (and the power of exchange betting for Golf is something I will discuss shortly).

To help ensure you get on at a value price, for each Golf Insider tip you also get what they term its OVOM rating.

Here is how Matthew explains OVOM:

*"The OVOM means **Optimal Value Odds Marker**, and my insider includes it with every bet because it's generated from his value machine, and it gives you guidance so you can bet just like a professional golf gambler, and maximise your long-term winnings. Basically, as best you can, you always want to be backing around the OVOM figure."*

But what does this actually mean?

There are two prices given with every bet... the first one you see, quoted right after the player's name, is the advised price (the best price). And next to this you'll also see the bookmaker's name (e.g. SJA, BVC or LAD).

Then you'll see the OVOM. This is the minimum value price, which will nearly always be shorter than the advised price (e.g. 34 compared to 41, or 2.25 compared to 2.5).

Together these two prices mark out the top and bottom of the "value range" about any particular bet... so you want to be striking your bets somewhere between the two.

And just to add, when there's a big gap between the advised odds and the OVOM, this means there's more value on offer about the bet. Making it an even better opportunity to make money. So try and beat the OVOM, wherever possible, if you want to achieve the best long-term results.

The OVOM applied to each tip is a great idea and helps to ensure you know exactly where the value lies and what price you should be obtaining.

Exchange Betting

Another reason for the increased popularity for services like the Golf Insider, comes with the potential for placing bets on the betting exchanges.

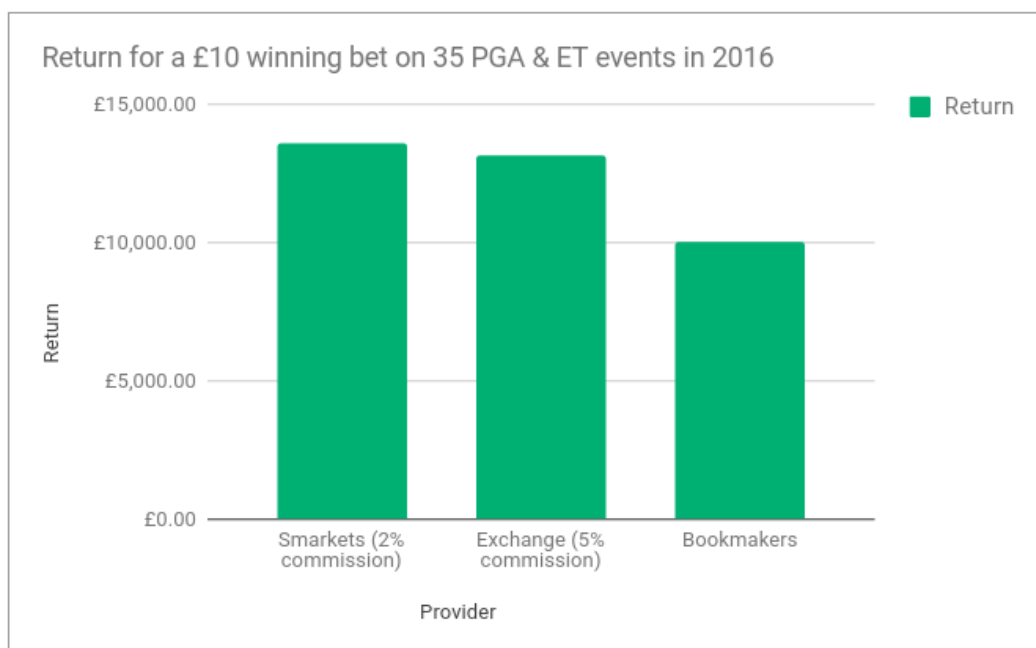
Although the Golf Insider doesn't quote exchange prices in his emails, very often you can obtain excellent value betting on the sport with them.

The up and coming exchange, Smarkets, wrote about this in-depth recently ([read their article](#)) and helped to illustrate the better odds you can get using their service.

They were comparing their odds and 2% commission rate with that of Betfair (who charge 5% commission) and bookmakers in general. The findings were stark. Here is what they had to say:

"To maximise your profit when golf betting, you should always look for the best golf odds.

The graph below shows your return with Smarkets compared to an exchange who charge 5% commission and bookmakers from a winning £10 bet on 35 PGA and European Tour events in 2016.



You would have made a return of 3.16% more with Smarkets compared to an exchange charging 5% and 35.44% more than bookmakers.

This clearly highlights the importance of trading golf with the best odds - and that's what you get with Smarkets industry-low 2% commission."

Whether you use Smarkets, Betfair, Matchbook or even Betdaq, exchange betting on Golf is a very valid option if following a service like Golf Insider. Ideal for those of you who are unable to bet as you would like with traditional bookmakers.

The added advantage of using an exchange is the ability to lay off selections as each Golf tournament progresses to lock in a guaranteed profit. If for example you back a golfer at 80/1, yet come the final day of the tournament he enters a playoff or is involved in a close finish, you can often lay him at very short odds and ensure a clear profit.

Whilst this may reduce your overall profitability, it will also ensure a smoother run and shorter losing runs.

SUMMARY

I hope you have enjoyed this analysis of the Golf Insider service and are better placed to understand what it offers and if it is suitable for you.

The main point I would like to emphasise for a service like Golf Insider is the need for a patient mindset to ensure you fully maximise your time with the service.

Backing each-way at average odds of 80/1 does mean you can go months without a winner at times, all of which can take its toll if not properly prepared.

Which is why the addition of the 2/3 ball bets are certainly worth following as they work to a much higher strike-rate and help keep the profits ticking over.

All told, the overall profits since 2014 do showcase the potential from this service and the rewards that have come by taking a long-term, value approach.

As an SBC member, you can take advantage of a 60-day risk free trial, alongside a 10% discount on the usual monthly cost of membership. You can find full details on this via this link: golfinsider.co.uk/sbc-offer

LATEST RESULTS

The analysis in this report was based on results dating back from 2014 to our cut-off point of the 15th May 2017.

Since this date and the time of writing (13th July 2017) the Golf Insider has backed a series of extra winners, both in the outright and 2/3 ball markets.

There have been 62 outright bets during this period, which are not included in the results table above. Staking an additional 3050 points and winning an extra 4010.87 points profit.

These extra profits are due to winning each way bets on the likes of Alex Noren at 20/1, Kevin Kisner at 28/1 and Tommy Fleetwood at 22/1

There have also been substantial place returns from Ryan Fox at 150/1, Shane Lowry at 50/1, Danny Lee at 66/1, Rickie Fowler at 30/1, David Horsey at 50/1 and Charley Hoffman at 40/1

In terms of extra 2/3 ball bets not included in the results tables above, there have been 12 since this report was put together. 10 out of these 12 tips have all won, returning an extra 772.17 points profit from 750 staked.

Updated profit figures for both the Outright and 2/3 Ball Bets can be found in the tables below:

LATEST Performance Summary - Outright Bets

Month	Bets	Stake	P/L	ROI
2014	196	8,540	3,576.0	41.9%
2015	367	25,030	4,343.5	17.4%
2016	301	24,460	-3,153.0	-12.9%
2017	177	10,820	7,128.37	65.88%
Total	1041	68,850	11,894.87	17.27%

LATEST Performance Summary – 2/3 Ball Bets

Month	Bets	Stake	P/L	ROI
2014	83	7,010	2,163.7	30.9%
2015	103	9,270	1,958.5	21.1%
2016	53	4,370	289.3	6.6%
2017	37	2,285	951.67	41.64%
Total	276	22,935	5363.17	23.38%