



# SMART BETTING CLUB

## THE VALUE BETTOR REVIEW

### INTRODUCTION FROM SBC EDITOR PETER LING

Welcome to this special Smart Betting Club PDF, showcasing our in-depth review of the top performing racing tipster, The Value Bettor.

First published in early 2018, this detailed review explores the profits made by The Value Bettor since 2012 and just why we rate this service so highly.

The Value Bettor is just one of many tipsters providing advice across a range of sports and markets that we track, analyse and recommend for Smart Betting Club members to follow.

If you enjoy this review and are keen to learn more on many other tipsters just like The Value Bettor, then you might like to consider joining our tight-knit community of profitable gamblers.

With a 100% independent tipster review policy (no affiliate links anywhere!) you can also be assured when we do recommend a tipster, it's for a good reason.

**Save & Make Money - Join Today!**

**Join Now »**

Best Regards,

*Peter Ling*



Smart Betting Club Owner/Founder [smartbettingclub.com](http://smartbettingclub.com)

## HOW THE SMART BETTING CLUB CAN HELP YOU WIN

Established in May 2006, the Smart Betting Club is a **100% independent** source for reporting upon, reviewing and monitoring the world of betting advice.

We can help point you in the direction of the **best tipsters, systems and methods for making money betting** via the following:

- **[SBC Magazines](#)** – Gain full access to regular SBC magazines, which feature our independent tipster reviews – famed for their detail and for uncovering the very best betting tipsters out there.
- **[SBC Tipster Profit Reports](#)** – Published several times a year, these unique reports contain our latest tipster ratings, including ‘Hall of Fame’ recommendations and at a glance comparative league tables on over 60 different of the most profitable tipsters.
- **[Pro Betting Fundamentals](#)** – Get your betting off to the best possible start with these expert guides: ‘*The Pro Gambler Blueprint*’ and ‘*Get The Betting X-Factor*’. Designed to help you get the winning betting mindset needed to make it pay long-term and bet like a professional.
- **[Bet Diary Pro](#)** - Looking for real-life guidance on how to make a profit betting? Follow the ‘Bet Diary Pro’, which is a weekly blog penned by profitable punter, Rowan Day on the tipsters he uses and the money he is making following them in.
- **[Free Tipsters](#)** – SBC membership brings exclusive, free access to several top performing betting tipsters who provide their advice via both the members-only SBC tipping forum and via direct email.
- **[Massive Tipster Savings](#)** - Benefit from huge savings deals on many of the best tipsters exclusively to SBC. Save more than the cost of SBC membership in the first place!

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All of the above also comes with a no-quibble 90-day [money back guarantee](#)



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**NO QUESTIONS ASKED!**

YOU CAN **WIN** USING TIPSTERS

## SMART BETTING CLUB MAGAZINE SAMPLE REVIEW:

### The Value Bettor

FIRST PUBLISHED MARCH 2018

In each SBC magazine, you can find several independent tipster reviews as this example analysis of 'The Value Bettor' service from March 2018 helps to showcase.

This review is typical of the level of detail we go into when analysing a tipster service as we examine every aspect of what they offer from profits made to odds availability. No stone is left unturned in our quest to help find the best, most profitable tipsters for you to profit from.

*NOTE: All details, results and information inside this review is accurate as of March 2018, the date this review was first published.*

The latest performance figures for The Value Bettor can be found via SBC's member-only [Tipster Profit Reports](#).

## REVIEW: THE VALUE BETTOR

REVIEWER: ROWAN DAY / DATA ANALYSIS: NICK WARD

NAME:	The Value Bettor	EMAIL:	thevaluebettor@gmail.com
WEBSITE:	<a href="http://www.thevaluebettor.com">www.thevaluebettor.com</a>	TWITTER:	@TheValueBettor
BET DELIVERY:	Email	COST:	£250 per season
BET FREQUENCY:	35-40 bets per month	SBC DISCOUNT:	n/a

BET SUPPLY TIME:	<b>GMT:</b> No set time but three possible tipping windows; 17.00-18.00 the evening before racing, 8.30-9.30 am, and 11.00-12.00am. <b>Aus/NZ:</b> Range from early morning (5.00-6.00am) to early/mid evening.
LANGUAGE:	<b>English</b> Not essential to follow efficiently.

BOOKMAKERS:	<b>Recommended:</b> Ladbrokes, Paddy Power, Bet365, William Hill, Black Type
EXCHANGES:	Smarmets, Betfair, Matchbook

### SERVICE SNAPSHOT

- 30%+ ROI from over five years' tipping.
- Strong potential to follow on the Exchanges by securing morning prices.
- Quoted bookmaker prices remain easily available.
- Opportunities to increase profits via a daily blog and forum.
- National Hunt specialist operating for five months of the year (plus the Aintree Festival).

### SERVICE IN BRIEF

The Value Bettor is run by Andrew, a National Hunt racing enthusiast and form book aficionado. Previously reviewed in September 2015 in SBC94 and upgraded to the Hall of Fame in September 2016, the profits have continued to be accrued at an exceptionally healthy rate of return. This being the case, we thought it the right time to conduct a second, more in-depth review that drills deeper into the larger data sample that we now have available to us.

## SERVICE IN DETAIL

Andrew has followed the Sport of Kings intently for over 30 years. A self-confessed National Hunt “fanatic”, he runs his tipping service from the 1<sup>st</sup> of November each year until the Grand National in April. During those five or so months of The Value Bettor season, members are treated to the thoughts and insight of an exceptionally talented reader and interpreter of the form book.

As the name of the service suggests, it is the identification of value in the markets that embodies The Value Bettor’s primary *modus operandum*. This means that backing horses at short prices is a rarity – Andrew must consider something to be the betting equivalent of an open goal before tipping something at say, 2/1 or 5/2. This is reflected in the average odds of the 1,109 win-only bets that have been tipped so far, which stands at just a notch under 17/2. The average price of the 164 each way bets issued stands at 20/1! This is perhaps not a service for the feint-hearted or those that struggle to cope mentally with the losing runs that are an inevitability of betting consistently at longer prices.

Tips are sent to subscribers via email and as of this season are concentrated on weekend racing or, if midweek, at the bigger meetings only. Should Andrew feel the markets can stand it, he will issue some bets the evening before, but most are released on the morning of racing between 8.00 and 9.00am. On occasion, Andrew will feel that by tipping early the price will be made vulnerable and a crash ensue, so instead he may issue the tip late morning. He may do the same should a value bet reveal itself to him whilst watching the morning markets.

The initial emails simply carry the basic bet detail and are a precursor to a much more detailed missive sent late morning that outlines tip rationale, as well as Andrew’s thoughts on some of the day’s other interesting races.

Here is an example of an initial bet email. You can see how simple the instructions are...

***Exet 3:05 Present Times 2pt win 9/2***

***Exet 3:35 Band of Blood 1pt win 7/1***

***Punch 4:20 Folsom Blue 1pt win 13/2***

***There will be no more early tips. If there are any late tips, they will be issued at around 11:00 – just before the daily write-up.***

There is a lot more to The Value Bettor than just the basic tips, and we will assess the other aspects to the service and how additional value can be extracted from them later in this review.

New members are invited to join prior to the season’s November start and for those of you keen to join him for the 2018/19 season, which will begin again on the 1<sup>st</sup> November 2018, the cost to do so will be a flat £250 fee.

## SERVICE PROOFING

All TVB bets have been proofed directly to the SBC since service inception in November 2012.

## SERVICE RESULTS

Before we start looking ‘under the bonnet’, let’s see what the official results for TVB look like:

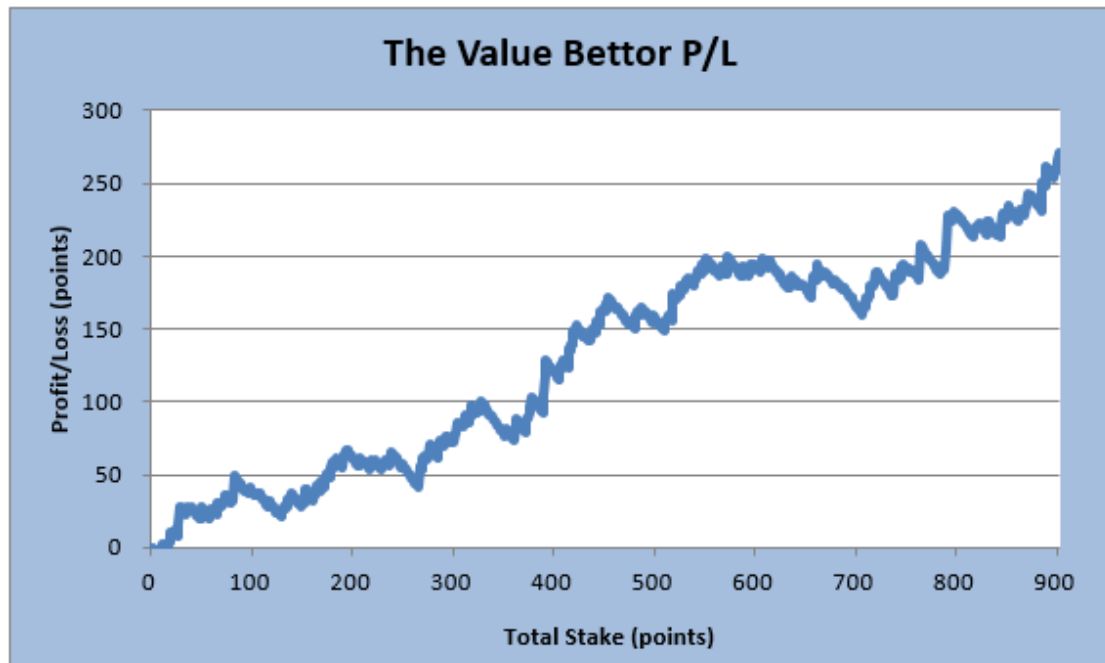
**Performance Summary**

Season	Bets	Stake	Strike Rate	P/L	ROI
2012/13	183	112.3	12.0%	31.9	28.4%
2013/14	352	152.6	11.9%	42.9	28.1%
2014/15	257	93.4	13.6%	37.1	39.8%
2015/16	211	57.5	11.4%	13.0	22.5%
2016/17	187	74.3	9.1%	5.5	7.5%
2017/18	115	118.5	15.7%	83.3	70.3%
<b>Total</b>	<b>1,305</b>	<b>608.5</b>	<b>12.1%</b>	<b>213.7</b>	<b>35.1%</b>

The most striking aspect of this table is the exceptional ROI of 35.1% achieved from the 1,305 bets issued across approximately five and a half seasons of tipping.

Bearing in mind the fact that, as previously mentioned, The Value Bettor wages war against the bookies within the longer odds ranges, the profit and loss graph shows a smoother path to profit than you might expect. It is clear to see the (relatively short) periods of drawdown but to date members have not had to suffer too much before backing winners that take the running profit total to a new high.

The longest period of stagnation – if it can be called that – runs roughly from the 450 to 725 bet mark as the profit graph below indicates:



It is clear the headline figures are running at a rarified level. But as we know headline figures taken in isolation can mislead.

Are these figures achievable to the average service member? Can they be replicated by those who are afflicted by bookmaker restrictions and/or closures? Are there any areas of real strength that we can exploit to raise our returns even further?

Let’s find out...

## STAKING AND BETTING BANK

As with all tipsters who display longevity, over the years they will change their methods slightly and make refinements to the way they develop and exploit their edge over the market. This is normal, and quite possibly essential – if a tipster stands still, it is likely their edge will erode over time. It's a case of making sensible tweaks to stay ahead of the game.

When we analysed The Value Bettor's long-term record, it became apparent that the one area that Andrew has modified most frequently over the years has been in the way he has staked his tips.

There has always been a staking range in place, but this has varied considerably over the seasons:

**2012/13: 0.25 – 2pts (average stake of 0.61)**

**2013/14: 0.25 – 1pt (average 0.43)**

**2014/15: 0.125 – 0.75pts (average 0.36)**

**2015/16: 0.125 – 0.5pts (average 0.27)**

**2016/17: 0.125 – 0.5pts (average 0.4)**

**2017/18: 0.25 – 2pts (average 1.03)**

What has been behind these changes, and why do we this season, see an average stake much higher than we've seen in previous seasons? The only thing we could do was to ask Andrew directly:

*"I have a tendency to under-stake – and over time, that effectively reduces the range [of staking] that I use. That has happened each season, culminating in last season when it all got a bit silly (I was issuing 0.125pt tips)!"*

*In my head, there are three 'types' of tips: speculative, normal, and strong. That has always been the case – but I have tended to edge towards staking my 'strong' tips as 'normal' ones, etc. – so the scale ends up sliding downwards.*

*I took positive action towards addressing the issue this season ending up with 'Strong' as 2pt bets, 'Normal' as 1pt, and 'Speculative' as 0.5pts, and I have stuck with that. In truth, I could go above the 2pts with the scale that I now use, but that would be for short priced tips (below 5/2), and I tend not to issue many (any!) of those.*

*The staking has worked well this season and I would therefore have no reason to change it next season."*

Our take on the varied staking used over the past six seasons is that it has been as much down to Andrew's natural conservatism gradually kicking in over time as it has been the result of deliberate changes being made to fundamental strategy.

Whilst in the betting world conservatism is no bad thing – we always err on the side of caution ourselves when it comes to setting recommended betting banks – it is important that a tipster doesn't unwittingly cripple himself by being overly cautious.

That Andrew is obviously very self-aware ("I have a tendency to under-stake...") is a good thing. That he has taken very deliberate steps to adjust and find a staking system that he feels comfortable with moving forward, gives us even greater confidence, particularly now that he seems to have settled on a method that will remain unchanged moving into next season.

However, there is the issue of how the various changes made to staking have affected results over the years. What we really need to know is how would the official results look if using the staking system employed this year and which will be employed next?

To answer this question, we decided to scale the stakes and the corresponding profit and loss figures for the first five seasons to bring it closer to the current staking approach. Our belief is that this exercise means we have a more meaningful picture of the historical performance for The Value Bettor, and is seen in this table:

**Performance Summary – Scaled Staking**

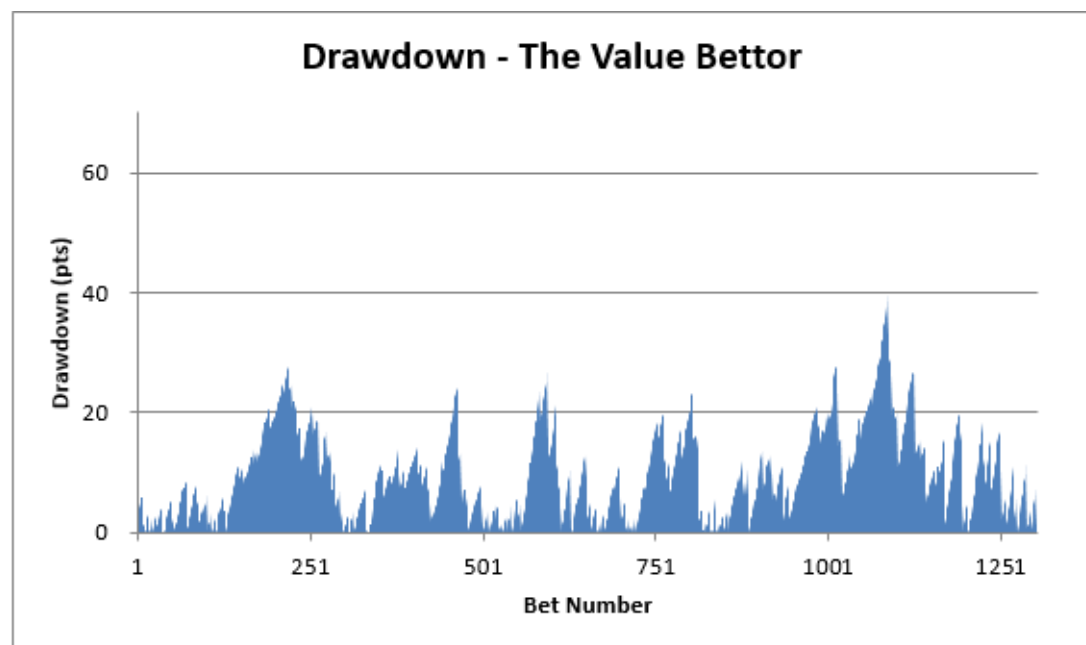
Season	Bets	Stake	Strike Rate	P/L	ROI	ROC
2012/13	183	112.3	12.0%	31.9	28.4%	21.3%
2013/14	352	198.0	11.9%	50.6	25.6%	33.7%
2014/15	257	190.8	13.6%	74.5	39.1%	49.7%
2015/16	211	143.5	11.4%	23.7	16.5%	15.8%
2016/17	187	139.5	9.1%	7.4	5.3%	4.9%
2017/18	115	118.5	15.7%	83.3	70.3%	55.5%
<b>Total</b>	<b>1,305</b>	<b>902.5</b>	<b>12.1%</b>	<b>271.4</b>	<b>30.1%</b>	<b>180.9%</b>

The bottom line remains remarkably impressive.

Not only does running this exercise provide a more accurate perspective of the service’s performance history, it also allows us to apply appropriate betting bank recommendations that are correctly aligned to the current staking system employed.

We suggest that a bank of between 100 and 150 points would suffice, given the observed strike rate, the prevalent mix of win-only and each way bets, and the average stake under the new plan.

The deepest drawdown to date reached just 39.7 points (as seen in the graph below) but the simulations we ran suggest a longer and tougher losing run is likely at some point sooner or later.



In keeping with the SBC's standard approach, we are using the conservative end of the range for the purposes of 'officially recommended' betting bank and advising 150 points.

A bank of 100 points would perhaps be for the more experienced bettor or one with a larger number of services in their portfolio and who is prepared to take on more risk.

### **Staking Efficiency**

We have discussed and analyzed Andrew's natural conservatism towards staking and how he has countered this to the benefit of his followers, but does he stake efficiently? The very best tipsters are not only able to find value (and winners!), but they are so aware of the advantage they have over the market that they consistently stake more when they believe their edge to be greater on an individual bet, and a lower amount when they conceive the edge to be smaller.

The evidence presented in the following table strongly suggests that when Andrew is willing to stick his neck out on his bets one way or the other (by either advising a smaller than average 0.25pt bet or a larger than average 2pt bet) then the ROI justifies his decision to do so.

#### **Advised Staking**

	<b>Bets</b>	<b>Stake</b>	<b>Av Odds</b>	<b>Strike Rate</b>	<b>P/L</b>	<b>ROI</b>
0.25 points	192	48.0	13.58	9.6%	8.1	16.8%
0.5 points	696	348.0	11.10	11.8%	98.6	28.3%
0.75 - 1.0 point	311	306.0	8.91	14.5%	86.9	28.4%
1.50 - 2.0 points	106	200.5	6.89	18.2%	77.8	38.8%

This is a very healthy sign and further evidence that Andrew is exceptionally competent at assessing the level of the edge he has over the market. The consequence of this is extreme efficiency in his tipping.

## **MAXIMIZING RETURNS**

Whilst all the while being careful not to read too much from the results of small data samples, by analysing sub-sections of bets within the overall bet record we can at least identify where the relative strengths and weaknesses of a service *might* lie.

In this section we have split the results into sub-categories, but we must remain mindful that by doing so we are working with small data samples.

### **Advised Bet Type**

85% of The Value Bettor's tips are advised as win-only, and yet approximately a third of all profit is gleaned from a combination of each way tips and bets that are advised as a mix of win and place.

The sample sizes are incredibly small for the latter two categories of bet type however, and as such we are loath to read too much into this. That the win strike rate for each way bets (6.1%) is significantly lower than that for both the win-only (12.9%) and mixed win/place (15.6%) and yet the ROI comes in at 34.4%, perhaps suggests that when Andrew deems it sensible to take insurance via the place element of each way betting, it pays to listen.



### Advised Bet Types

	Bets	Stake	Av Odds	SR (Win)	SR (Place)	P/L	ROI
Win Only	1,109	722.3	9.47	12.9%	-	174.8	24.2%
Each Way	164	138.8	21.19	6.1%	22.0%	47.7	34.4%
Mixed Win/Place	32	41.5	14.40	15.6%	37.5%	48.9	117.8%

### Handicap vs Non-Handicap

The nature of The Value Bettor and it's search for value at longer prices perhaps means that the tendency is always likely to be a greater focus on handicap races than non-handicap. This theory is backed up when we look at bet numbers for each but interestingly, when TVB goes for something in a non-handicap race, the figures tell us there's very good reason for doing so.

### Handicap Comparison

	Bets	Stake	P/L	ROI
Handicap	1,093	744.0	202.5	27.2%
Non-Handicap	212	158.5	68.9	43.5%

### UK vs Irish Racing

If you were to ask Andrew, I have a suspicion that if asked what gives him most satisfaction, he would say that identifying an under-the-radar Novice Chaser that has appeared once in a minor race in Ireland which goes on to win at 20/1 next time out with TVB member's money on it...that would be it!

Although bet numbers for Irish racing are overshadowed by those issued for the sport in the UK, we can see that Andrew thoroughly enjoys finding value on the other side of the Irish Sea.

### Country

	Bets	Stake	P/L	ROI
UK	1,172	805.5	219.7	27.3%
Ireland	133	97.0	51.7	53.3%

### Festivals

Andrew is always very busy and active during all the major racing festivals, such as Aintree and Cheltenham, with a mix of ante-post and on the day advice.

Surprisingly, we found that his performance at these Festivals has been poor over the years, as you can see here:

### Festivals vs Other Racing

	Bets	Stake	Av Odds	Strike Rate	P/L	ROI
Festivals	222	149.3	14.04	7.2%	-15.8	-10.6%
Other	1,083	753.3	9.73	13.1%	287.2	38.1%

Before we write off this service for these two big meetings however, we must note the small sample size of Festival bets and that the average odds are very high at 14.04/1.

Our expectation is that this performance will improve at festivals over time - a belief that is strengthened when we consider a couple of other observations.

As we've noted, the ROI gained from non-handicap races is high, and as we can see from the following table, so it is for bets issued on a Saturday:

#### Saturdays vs Other Days

	Bets	Stake	Av Odds	Strike Rate	P/L	ROI
Saturdays	492	346.5	10.22	12.4%	169.5	48.9%
Other	591	406.8	9.36	13.7%	117.7	28.9%

These two areas between them now constitute the overall profile of the service – i.e. important races at bigger meetings - identical to the nature of the sport through the Cheltenham and Aintree Festivals.

### ODDS AVAILABILITY & USING THE EXCHANGES

The conclusion that we can draw at this stage is that if you have viable bookmaker accounts available to you, The Value Bettor is a service that has and will continue to generate strong profits for you.

In terms of odds availability, this is not a huge issue for members of the service, due to the way Andrew has structured the service and when and what he tips on.

You shouldn't therefore expect any issues getting on at the advised prices. Andrew explained more on his approach as per the prices he quotes as follows...

*"Whenever I issue a tip now, it is my belief that it is possible for people to back it in bookmaker shops, should they choose to do so.*

*So, if I issue a tip the day before a race, it will be in races which are generally priced up at that time; whilst those tips issued in the morning, are only issued when shops are open and the horses can be backed within them.*

*I've actually got a few guys in the service who do exactly this (they have no online accounts) – and they achieve around 90% of the prices by backing in shops.*

*This also means that the prices of all the tips are relatively robust, because the markets have some maturity. Therefore, it should be possible to back the horses at (or close to) the price specified an hour or so later both with bookmakers and on exchanges.*

*My focus on Big races, helps massively in this whole area, because they tend to be competitive fields, and therefore most of the horses get backed."*

#### Betting Exchanges

This is all very encouraging for those of you with bookmaker accounts, yet we also explored further the question as to whether you can follow The Value Bettor profitably on betting exchanges?

To provide answers to these questions, we decided to make use of data collected over four National Hunt seasons and use it as part of a wider betting exercise to stress test The Value Bettor against Exchange use. The results are interesting to say the least.

We looked at using Smarkets (low 2% commission rates) to place bets issued by major tipsters on the morning of Festival days and Saturdays. Bets were generally placed between 9.30 and 10.15am, roughly 45 minutes to 1.5 hours after bet release. The sample size was decent – 508 bets.

In short, the results demonstrated that backing these selections on big race days (i.e. those now being issued almost exclusively by The Value Bettor under its existing service model) is viable on the Exchanges:

#### Exchange Testing Summary

Time	Av Odds	Est ROI Diff
Advised Odds	10.90	
Exchange Odds**	10.70	-2.6%

After allowing for commission payments (2% at Smarkets) the Exchange ROI was only 2.6% lower than that to officially advised prices. In other words, the main hit on ROI was simply that of the commission payment itself. This made just a tiny dent in the overall long-term ROI and demonstrates that here is a strategy that will enable bookmaker-restricted bettors to follow The Value Bettor profitably.

Talking to Andrew we know that he harbors hopes of making The Value Bettor profitable to follow to Betfair SP. The following table suggests that this ambition isn't too lofty a target:

#### Betfair SP

	Bets	Adv Odds	Betfair SP	Adv P/L	BSP P/L
2012/13	183	9.59	8.57	25.5	17.4
2013/14	352	10.27	8.95	101.8	-12.4
2014/15	257	10.31	8.92	101.3	32.7
2015/16	211	10.50	8.87	51.5	-12.9
2016/17	187	11.18	9.85	29.0	-20.6
2017/18	115	9.58	8.46	75.8	80.6
<b>Total</b>	<b>1,305</b>	<b>10.27</b>	<b>8.95</b>	<b>384.8</b>	<b>84.8</b>

However, after looking a little more closely at these figures, we have some serious doubts as to the feasibility of making an ongoing good profit by backing at Betfair SP.

Despite good performances in the 2012/13 and 2014/15 seasons, after the five years to the start of this season the overall profit figure is a mere 4.2 points.

This season's profit to Betfair SP is quite frankly, amazing, but we have massive doubts as to its sustainability. We must point out that to maintain this level of ROI to Betfair SP is always going to rely on significant uplifts generated from just a handful of longer priced winners. Just in this current season we have two bets that have had this effect; one at Down Royal tipped at 21 which won at a Betfair SP of 42, and another tipped at 41 and winning at 54.97. Of course, a selective use of Betfair SP is a possible strategy, perhaps restricting such bets to just those tipped at particularly long prices.

Although we feel you might be much better served simply by placing bets in the exchange market pre-race, especially if you get close to or better than the odds Andrew is quoting with bookmakers.

When we compare profitability to advised odds with that to Industry and Betfair SP, we see as a hugely positive sign that there is such a stark comparison – it tells us that Andrew’s edge over the market is significant...

#### Alternative Staking Options (Win only level stakes)

	Bets	P/L	ROI
Advised Odds	1,305	384.8	29.5%
Industry SP	1,305	-106.8	-8.2%
Betfair SP	1,305	84.8	6.5%

### TAKING THE HOLISTIC APPROACH TO THE VALUE BETTOR

Right from the outset of The Value Bettor, Andrew has made it clear that his is a service for those that are looking for more than just a simple tipping service. TVB is very much a labour of love for him; it allows his passion for the sport of National Hunt racing to be shared with other enthusiasts in a fun and enjoyable, as well as lucrative way.

Not only do we see this passion manifest itself in the detailed write-ups issued on ‘tipping’ days, but also in other ‘value-added’ additions to the service that have been made over the years.

A popular member’s forum has been created which is populated by those eager to put their own thoughts into the public domain (and there are one or two other folk in there who have a good eye for a horse and a potential bet). You can also read of some members approach to reading between the lines of Andrew’s missives and finding additional, profitable bets from Andrew’s hard work. Meet ups at race meetings are arranged and a general love for the game shared amongst like-minded members. That’s not to say that you must be a budding tipping guru yourself to participate in the forum – there are plenty who simply enjoy the ‘craic’!

From the start of this season too, Andrew has implemented a mid-week blog/diary. In previous seasons, Andrew has attempted to tip at the smaller midweek race meetings but was constantly frustrated by weak markets that meant it was impossible for members to get their money down without the odds crashing and/or drawing attention to their accounts by bookmaker traders keen to weed out punters who show they just might have an edge over them.

This is the reason behind this season’s shift towards focusing only on weekend and big meetings as the source for official TVB tips, but this doesn’t mean to say that Andrew can’t recognise good value bets between Monday and Friday at the likes of Plumpton and Sedgfield. So in his desire to share his thoughts on races and horses that have caught his eye and which are running at these minor meetings, Andrew started his free to read blog, which can be found here: <https://tvb-midweek.blogspot.co.uk/>,

Not only are Andrew’s thoughts fascinating and full of potential betting angles, but when appropriate he will provide a ‘Lunchtime Nap’. Although no official record of performance has been kept for these, I can say that at one point this season, Andrew went on an astounding run of consecutive winners with these freebies and they obviously can be used to boost your TVB profits further.

## SERVICE IN SUMMARY

As a team of people here at the SBC, we have all unanimously agreed that we believe The Value Bettor to be right up amongst the very best tipping services we have ever seen and monitored.

The results and achievable performance figures speak for themselves; anyone who can maintain an ROI in excess of 30% over five years of tipping is more than simply talented.

However, it is not just the bottom line figures that make this service so appealing. The Value Bettor has the feel of a 'boutique' service. It has the air of being highly personalized, perhaps engendered through Andrew's writing style and the detail he provides in terms of the rationale for his tips. It's not unknown to finish reading an email providing the explanation as to why we're backing what we are, without feeling that in some way we're part of an inside job and backing a real plot horse. Of course, we're not, we're simply digesting the interpretation of what at times are subtle hints by a master reader of the form book and other factors that suggest the horse's day just might be today - and that at 20/1 it's worth backing it to find out.

This doesn't happen every day, and most tips become obvious (once we've read the rationale), but what comes through in every email without fail is the tipster's love and enthusiasm for the game. This extends to his interaction with members in the forum, and ultimately translates into some seriously impressive profit figures.

The real boon for members is that as our exercise showed, betting profitably via the Exchanges is a very realistic proposition. The one caveat we might add is that with tips being issued early/mid-morning, and some late morning, TVB possibly isn't for those who simply can't place a bet during the day.

In a nutshell, The Value Bettor gets a massive thumbs up from the SBC.

## ENJOYED THIS? GET MORE WITH AN SBC MEMBERSHIP

I hope you have enjoyed this free Smart Betting Club review and started to understand a little bit more about how the service can help you and your betting.

Over the past 13 years, the SBC team have reviewed hundreds and proofed thousands of tipster services – with the very best and most profitable tipsters listed in the Hall of Fame and featured in our Betting Magazines.

My team and I constantly track and monitor these very best tipsters and feedback to you as a member on their ongoing progress with tipster league tables, ratings, charts and analysis.

Because SBC is funded by our members, this ensures we are fully on the side of the punter and can speak the truth about the betting industry. SBC is proud to be different and fiercely protective of the people we represent – you the punter.

**The goal is to help you make money betting, whether for the first time ever or to build on existing profits.**

Why not try out the [Smart Betting Club](#) service to see how we can help you and your betting?

Don't forget either that membership to the Smart Betting Club comes with a 100% money back guarantee if not satisfied with our service in anyway. Thus, you can join with full peace of mind.

Peter Ling  
Smart Betting Club Editor

**Save & Make Money - Join Today!**

**Join Now »**

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