

THE TIPSTER EXPERTS
SMART BETTING CLUB
MAGAZINE



GOLF

★ ★ ★ **HOW TO WIN BETTING IN 2022** ★ ★ ★



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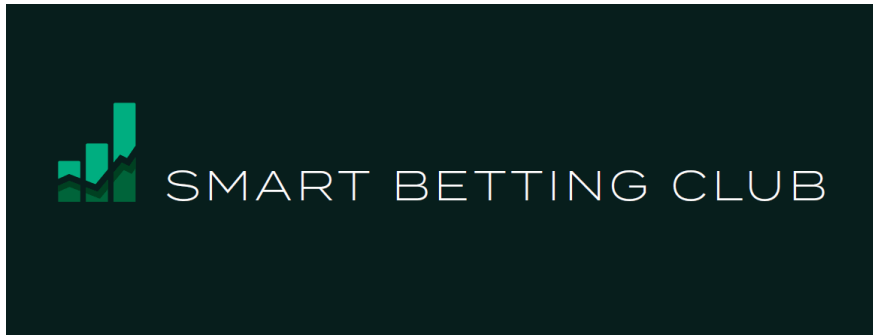
SMART BETTING CLUB

2022 FREE GUIDE

HOW TO WIN BETTING ON GOLF

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2022 HOW TO WIN BETTING ON GOLF GUIDE

INTRODUCTION

Welcome to this special FREE guide to betting on golf, compiled by the Smart Betting Club in January 2022 as an easy to follow explanation on the power and profitability from betting on the sport.

Now whether you like golf as a sport or not - the reality is that it is currently one of the best, most lucrative sports to bet on. The results the SBC team (Pete, Rowan and Alex) personally achieved both in 2021 and prior to that back this statement up - as do those of the tipsters and strategies we recommend at the Smart Betting Club and in this guide, you can explore plenty on this and the sums being made.

In fact, you don't even have to like or watch golf to profit from it - all you really need is a basic understanding of who is making a profit, the bookmakers to use (or even the exchanges) and of course the best tipsters to follow!

Best of all golf betting isn't too time intensive, it doesn't require placing bets the instant they are advised and bookmakers in general welcome the custom long enough for you to make a good return.

One reason for this is because most people that bet on golf do so badly. Either they don't have a profitable strategy or tipster to follow or simply that they just don't have the nous/patience to make it work.

Bookmakers know that most people that bet on golf are long-term losers and it takes them time (generally) to figure out if you are one of the few that know what you are doing.

Equally, if you are a shrewd bettor, as you likely already are if you are reading this, then you will have several bookmaker accounts to bet within.

The likelihood therefore that you might well hit some really big wins in 1 or 2 of your bookmaker accounts on a semi regular basis, yet the other accounts you hold will be loss making.

Overall, you are substantially in profit but the bookmakers you are losing with don't know that and invariably roll out the red carpet as they judge you as a long-term loser.

The reality is far, far different, and this guide is here to make you 'one of the few' that make a profit betting on golf long-term.

And for those of you a bit further down the line with your betting – then this guide will also explain how to bet on the exchanges on golf successfully.

INTRODUCING THE SMART BETTING CLUB TEAM

This guide features contributions from 3 members of the Smart Betting Club team - Pete, Rowan and Alex.

Each of us bet extensively on golf and have a lot of experience to share, plus details on the tipsters to follow and the sums being made for us!



Peter Ling – Smart Betting Club Editor/Owner

Pete is the Smart Betting Club Owner and Editor and oversees all of the reviews and reports we publish on the best tipsters. Added to this, Pete is a prolific bettor on golf with over 10,000 bets placed on the sport in 2021 alone and plans for more in future years. Pete also hosts the free-to-listen SBC podcast where he has interviewed a wide variety of golf experts on tipsters on how they make the sport pay. *Follow on Twitter: @peteling1*



Rowan Day – Senior Tipster Reviewer & Blogger

Rowan is a key member of the review team at SBC, helping to write the tipster reviews you read as a member of the service. Alongside this he also pens a weekly blog called the Bet Diary, which outlines the performance of the tipsters he follows. Readers of the Bet Diary will know how much he bets on golf and he follows many of the services you will read about in this report.

Follow on Twitter: @rowanday



Alex Lyons – Content Writer & Video Diarist

Alex is a Smart Betting Club writer who has been betting profitably for over 3 years. After a few years working for a bookmaker, he came onto the punting side of the fence and has racked up thousands of bets on golf, football and horse racing. He has been creating content around his journey and other betting topics in the past year. *Follow on Twitter: @Alex_PlusEV*

If you enjoy this content and are after dedicated, independent help with your betting then please do check out the Smart Betting Club website at smartbettingclub.com

THE APPEAL OF BETTING ON GOLF

In the world of profitable betting there are many avenues that one may go down in order to attempt to turn a profit.

These avenues are plentiful and aspiring bettors will tend to gravitate to one area or another depending on a myriad of factors that relate to their personal situation.

The mistake many make is that they target the markets or sports that interest them the most - Football (Soccer) and Horse Racing being the two most popular in the UK and Europe, whilst the likes of NFL and NBA are widely popular in North America and many other countries too these days.

Yet as good as these sports are to watch, they can be very tricky to turn a long-term profit from, especially in the most popular leagues and markets. If you can make a 5% Return on Investment (ROI) on the likes of NFL or the English Premier League, you are doing amazingly well! *(The reality is even the best betting syndicates do well to make 2 to 3% ROI in these markets)*

Golf betting therefore trumps them all when it comes to the sums of money to be made, especially in the form of ROI.

THE START OF A FRUITFUL BETTING JOURNEY

We hope that this catches your interest and is indeed a start of a fruitful journey as the financial benefits are there for those that want them.

This particular piece of educational betting content that you've stumbled across is designed to do many things; all centred around helping you turn a profit when betting on golf.

It's designed to help you get started on golf, help you better understand the markets and where to bet, and also to provide inspiration from how others have been successful at betting on golf.

It will cover all of these areas in depth with an emphasis on how to get started when betting on golf.

So, if you are a total newcomer to golf betting - welcome.

The only caveat here being that it will have a focus on betting with tipsters and betting services as the book is sponsored and written by the Smart Betting Club team whose job it is to test and review tipsters and betting services that profess to be profitable.

By the end of the book, you will...

- Have multiple golf betting strategies that will give you a great chance of turning a profit.
- Understand which of those strategies can be used on the exchanges meaning you can avoid bookmaker restrictions and limitations.
- See real world examples of huge profits obtained by the SBC team or reviewed by our independent review service.
- Understand proper bankroll management including how to grow your bankroll the most effectively using your profits.
- Receive key mindset advice that will help you on your golf betting journey.

- Have everything you need to start making sound bets, just as a professional would, allowing you to profit in the long term.

So, from all of us at the Smart Betting Club, we hope this helps, inspires, educates and ultimately makes you some money from betting on golf down the road.

NEW TO TIPSTERS?

Are you new to betting with tipsters? If so, then let us alleviate some of your fears...

The answer is the same to all 3 of these questions so we will ask them all at the same time...

- Is it possible to make money betting?
- Is it possible to make money with betting tipsters?
- Is it possible to make money betting on golf?

The answer is YES to all 3 of these questions and later on in this book we will be providing real world examples and results to back this up.

DISCLAIMER: this book focuses on the UK golf betting markets only. Those of you with no access to UK bookmakers may still find some of its content useful but ultimately will not be able to use all of the services mentioned.

THE BASICS OF BETTING ON GOLF

Betting on golf comes with its own dynamics and varies from other major betting sports such as football and horse racing. As a game of individual skill, bettors can laser focus in on players in order to analyse their potential performance for any event.

Golf also differs from other sports in that there are only 2 main betting events per week. These events run on the PGA Tour and European Tour (now known as the DP World Tour - but we will call it the European Tour in this guide!) and, although there are other tours out there, these 2 form the bulk of most golf betting strategies.

These events will usually run from Thursday to Sunday, so once you've placed your bets, you can sit back and watch the action unfold over 4 days if you so desire. You can see how this really impacts betting volume and effort as with only 2 events per week you're betting a lot less than other sports.

There are 4 golf 'majors' per year: Masters, US PGA, US Open & The Open.

Usually, you will find the best value at these majors as bookmakers fall over themselves to provide the best offers, usually in the form of extra places.

The size of fields for most golf events usually ranges from the 120 to 150 player mark meaning there is a lot of competition. This has an impact on the betting markets meaning the odds of your selections are on average larger than other sports. In the post Tiger Woods era it is rare to find favourites under 10/1, although on occasions last year, Jon Rahm did go into some tournaments at single digit odds.

It's also worth noting that the golf course plays a huge part in player performance in the sport.

Players tend to be stronger in certain attributes and these attributes will fit certain courses better than others. For example, a long, open course will suit players with greater driving distance than those shorter distance players. On the flipside, short, tricky, narrow courses may suit long distance players less and those with better iron play and higher tee to green accuracy will excel.

Put all this together and you have a fantastic betting sport that is profitable if implementing the right strategy and is less time intensive than other major betting sports. This is why we love betting on golf at SBC and next we'll tell you why in greater detail.

WHY WE LOVE BETTING ON GOLF

Every single member of the SBC team loves betting on golf. It's probably fair to say that golf is currently our favourite sport to bet on. That viewpoint may change in the future but it's where we stand now.

But why do we love betting on golf so much?

Well, there are many reasons, which we will highlight now...

IT IS VERY PROFITABLE

The main reason is the most obvious - **golf betting is very profitable indeed over the long-term.**

As all of us will showcase throughout this report, the money that is available to be made on the sport is significant with the right strategies and tipsters to guide you.

IT DOESN'T TAKE UP TOO MUCH TIME

One of the great things about betting on golf is that it's not time intensive. Typically, there are 2 major tours to bet on when betting on golf: the PGA Tour and the European Tour.

This means that twice a week you'll be placing your bets for a few hours at a time. It's not like horse racing where there are multiple events per day. Golf is just 2 per week. Once your bets are on, tournaments will usually start on a Thursday and finish on a Sunday. So, for this period you can sit back and see how your guys get on.

Some tipsters also advise extra in-play bets at the end of each day and of course you can always use the in-play betting element to get any other bets on that you might have missed out on before Day 1 began.

BIG WINS, HIGH ROI'S

Due to the nature of golf betting markets, the odds on players to win an event are usually big.

It's not uncommon for 40/1, 50/1 and above winners. Later in this book you'll see some real-world examples of winners which demonstrate the potential for long odds selections getting the job done.

And with big winners, big Return on Investments (ROI's) are not far behind. Again, later in the book you'll see some of the ROIs on offer but to sum it up, the golf services featured at the Smart Betting Club have some of the highest returns of all.

BOOKMAKER OPTIONS

The services we feature and recommend at SBC provide tips that are available at multiple bookmakers or even on betting exchanges like Betfair (more on this shortly).

These will range from your 'blue chip' bookies down to some of the lesser-known companies.

That means there are great options for placing bets and if you don't have access to one bookmaker, you'll likely have access to another that is providing the same value bet.

Bookmakers will also regularly offer plenty of concessions when betting on golf each way. Standard place terms are usually that they will pay out on the first golfers to finish, but bookies will pay out anything from 7 places to 11 places at major tournaments. This is a great way to find value bets when betting on golf.

LESS RESTRICTIONS

In general, our experience is that bookmakers tend to be less sensitive to golf bets.

It's well known that sometimes even a whiff of a suspicion that you're a shrewd bettor on the horses and you'll quickly get stake restricted at the bookies. This is less common when betting on golf. Clearly it still happens sometimes, and winning accounts will get closed down eventually;

but it's likely your betting account will last longer by betting on this sport than when betting on others.

In a similar vein, some bookies will restrict on a per sport basis. In our experience at SBC, you're sometimes still able to get money down on golf even if restricted on another sport with the same bookmaker.

Overall, it is our feeling the bookies are less 'sensitive' to golf betting profits and will take a lot longer to close or limit your accounts if winning on the sport.

ODDS MOVEMENT

Odds movements in golf markets tend to be a lot slower than other sports such as horse racing.

Again, due to the nature of golf betting, money will trickle in over the few days before the event starts meaning price volatility is lower. This is a good thing for bettors as it means you have more time to get on good value bets.

Using a selection from a tipster as an example, once the tip is sent, it's likely you will have hours rather than minutes to obtain the advised price.

BET ON THE EXCHANGE

Betting on golf is very much betting exchange friendly. While some tipsters require you to bet at bookmakers to take advantage of the extra place payouts, there are plenty of services whose models are not so reliant on extra places and can be used to turn a profit on the exchange.

It's something we'll go into more detail later, but you can often achieve better odds at the exchanges giving you a chance to make even more profit.

And to be able to bet profitably at somewhere like Betfair Exchange, is perhaps seen as the holy grail of betting as you can free yourself from the shackles of bookmaker account restrictions and closures. More on this later.

SCALABLE

Finally, golf is certainly a sport that you can grow your bankroll on. The larger than usual ROIs allow you to increase profits as you see fit. This of course can be true for all sports when making a profit but as the SBC team will testify, there has been some healthy bankroll growth over the last few years when betting on golf.

5 PROFITABLE GOLF TIPSTERS & STRATEGIES

So, we know now that golf is very profitable, but how exactly do you know which golfers to back each week?

This is where the Smart Betting Club service comes in as we independently analyse, test and review the best tipsters across a number of different sports. Due to the unique nature of our service setup, we also are able to negotiate preferential discounts for SBC members on many of these tipsters too.

We've built up years of betting records and experience meaning we can analyse a service over the long term and make an informed decision as to a tipsters quality (or not).

IT TAKES SKILL TO WIN AGAIN AND AGAIN

It's common knowledge in the betting world that short term anyone can hit a winning streak, yet it's only over the long-term after thousands of bets that the cream really rises to the top.

For golf, we've analysed lots and lots of different tipsters over the years, so we've been able to see who has performed the best over the long term.

This has led to us picking out our favourites which the SBC team bet on ourselves.

In this free report, we have put forward 5 of the top tipsters we recommend as a sample to showcase the profits being made in the golf betting world.

If interested in learning more on several other golf tipsters that we recommend, then SBC membership provides all that and more.

For now - let's delve into the 5 tipsters we have put forward as sample profitable examples:

1. WEEKLY GOLF VALUE

The Weekly Golf Value (WGV) is one of the most successful tipping services on the SBC site with an ROI in excess of 30% in 2021 and over 33% ROI since 2019.

WGV takes the information provided on the Bookie Bashing Golf Tracker (see tipster number 5) and simplifies it in order to cater for those that have less time to spend on betting thus creating a tipping service with selections people can easily follow.

The tips cover both the PGA Tour and European Tour and come with recommended stakes based on a £1000 bankroll. If your bankroll is bigger or smaller than £1000, you can easily adjust the stakes so suit you.

It's a bookmaker only service so you'll need accounts at a few of the major online firms in order to follow the advice although 3 different bookmaker options are advised for each golfer put forward.

Here's a breakdown of results based on the advised bets and using a £1000 bankroll:

ALL BETS 20/5/19 to 12/12/21					
Year	Bets	Total Staked	Total Profit	ROI	ROC £1000 bank
2019	437	£5,577.27	£2,871.78	51.49%	287.18%
2020	527	£6,716.00	£1,543.43	22.98%	154.34%
2021	594	£10,309.00	£3,146.77	30.52%	314.68%
TOTAL	1558	£22,602.27	£7,561.98	33.46%	756.20%

Over the 1558 bets advised since 2019 a profit of £7,561.98 at 33.46% ROI has been made with a significant return each and every year. Bear in mind as well that 2020 was impacted by Covid-19 when golf wiped out 3 months of golf from the schedule, hence the lower returns that year.

You can find out more about Weekly Golf Value here - <https://smartbettingclub.com/weekly-golf-value/>

2. PGA PROFIT

PGA Profit, as the name suggests, is a PGA Tour only tipping service. The tipster behind the service now also tips on the European Tour - something which started back in 2020 although as yet doesn't have the same depth of record as he does on the PGA Tour.

Matt who runs the service is a tipster with an excellent track record and is fresh off an amazing 2021 with his record showing +444.60 points which works out at 51.28% ROI. Truly ridiculous numbers!

The all-time ROI dating back to 2018 is at 31.74%. This is based on taking the tips at the recommended bookmakers and showcases Matt's edge over the long term.

All Results: PGA Profit				
Year	Bets	Staked	Points Profit	ROI
2018	307	960	274.13	28.55%
2019	407	1056	285.89	27.09%
2020	307	939	208.42	22.20%
2021	275	867	444.60	51.28%
TOTAL	1296	3822	1213	31.74%



One of the best things about this service, though, is that it's possible to replicate its success at the betting exchange.

In 2021, the log kept of recorded betting exchange odds would have boosted your profit to 446 points, which is 2 more points than the 444 made if betting with the bookmakers.

It is for this reason the SBC team uses Betfair to follow PGA Profit in conjunction with occasional bookmaker bets.

Overall, it's a user-friendly service and very suitable for users of all levels to bet on golf.

You can find out more about PGA Profit here - <https://smartbettingclub.com/pgaprofit/>

3. GOLF INSIDER

Golf Insider is a stalwart of the golf betting game and SBC has been tracking the service's results since 2014, during which time they have made an 819 point profit to 1 point level stakes. That equates to a ROI of 26.68%

This is a proven winning tipster and the service has been so successful that it has scooped SBC Awards for 3 consecutive years including 2nd place in the best sports tipster category in 2021.

GOLF INSIDER @ LEVEL STAKES					
Bets	Wins	Strike-Rate	Points Staked	Points Profit	ROI
3069	486	15.8%	3,069	819	26.68%

GOLF INSIDER @ LEVEL STAKES				
Year	Bets	Points Staked	Points Profit	ROI
2014	279	279	232	83.19%
2015	470	470	106	22.57%
2016	354	354	-30	-8.61%
2017	430	430	100	23.22%
2018	442	442	52	11.75%
2019	387	387	187	48.45%
2020	297	297	189	63.65%
2021	410	410	-17	-4.19%

Some of you might see the losses incurred in 2021 and wonder if the tipster has lost his edge, yet as we will discuss in each of our updates later on, the Golf Insider had a LOT of close calls, including **fifteen 2nd placed finishes**, so just didn't have the rub of the green in 2021.

Drilling into the overall performance of the 410 golfers advised in 2021, he actually had more finishers in the top 10 and 20 than in previous years – it's just that too many of them hit the crossbar. That though is golf betting in a nutshell as we will explain further on in this report.

The difference between a 50/1 winner and a 50/1 2nd placed finish at his stakes is 25.5 points so if just one of those 2nd placed finished had won – then it would have turned this year into profit.

Fine margins between success and failure!

Golf Insider is also another service that tips at the bookmakers but also is usable at the exchange, meaning there are options to avoid bookmaker restrictions if you need to.

As a follower you will also get tips for both major tours meaning 2 events per week to bet on. This means plenty of coverage, plenty of excitement and hopefully plenty of profit.

You can find out more about Golf Insider here - <https://smartbettingclub.com/golf-insider/>

4. BEN COLEY - FREE TO FOLLOW

Ben is one of the biggest names in golf betting as he writes weekly columns, which include his tips for the free betting content website Sporting Life.

Ben is a free tipster so can be followed by anyone straight away and is often an entry level tipster as no extra investment would be needed on top of your bankroll to follow.

Ben tips on both the PGA and European tour and has an extremely impressive all time profit record of **+1316.58 pts @ 27.22% ROI**. It doesn't get much better for a free service.

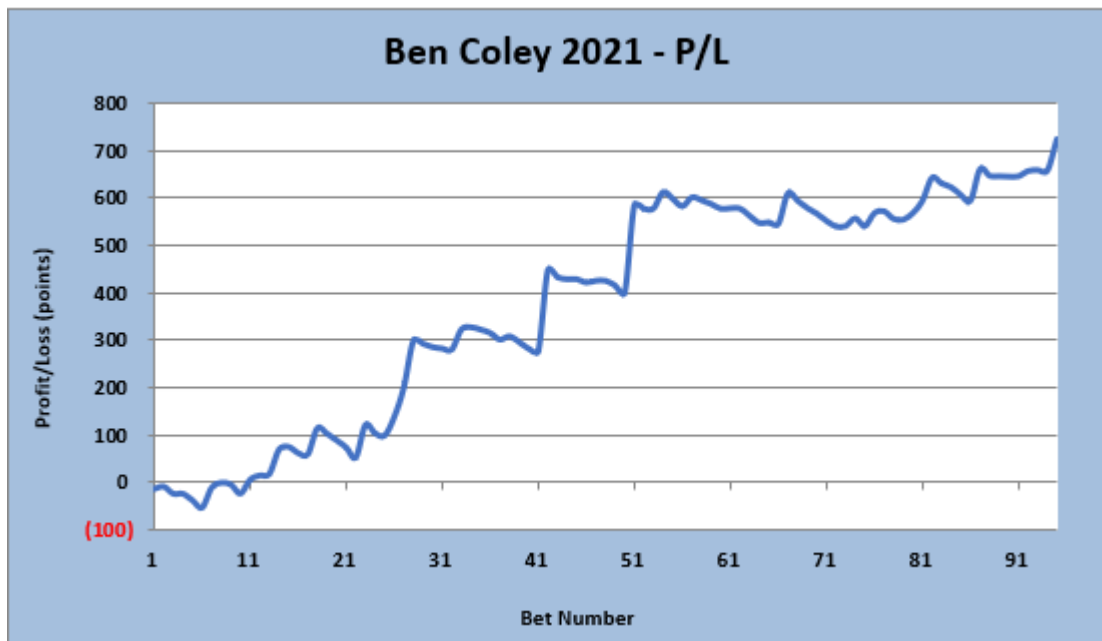
Yearly Performance

Year	Bets	Stakes	P/L	ROI
2017	272	560.50	341.06	60.85%

2018	457	1029.50	34.33	3.33%
2019	434	983.50	(145.59)	(14.80%)
2020	393	941.00	364.86	38.77%
2021	552	1321.50	721.92	54.63%
Total	2108	4836.00	1316.58	27.22%

2021 was a vintage year for Ben, who hit 721.92 points profit at a quite remarkable ROI of 54.63%

9 of the 12 months in 2021 generated a profit, which is a nod to Ben's consistency of excellence, and indeed this is illustrated beautifully by the profit and loss graph which for a golf tipster, looks remarkably smooth:



Ben tips mainly at bookmakers but our analysis found that the same tips can be easily backed on the exchange to obtain at least the same odds and often better. Check out our section on exchange betting later on for more on that strategy.

You can find out more about Ben Coley here - <https://www.sportinglife.com/golf>

5. BOOKIE BASHING GOLF TRACKER

Last but not least, we have the Bookie Bashing Golf Tracker, which is very different to the 4 services above because it works as a simple strategy that you can use and access to pick out the best golfers to back yourself.

The advantage here is you can vary your strategy slightly in terms of number of bets, choosing preferred tournaments and preferred odds.

The Golf Tracker updates in real time in relation to the betting market and as the exchange prices and bookmaker odds adjust. Meaning that you will find different golfers at different value prices depending on when and how often you login.

The other side of the coin is that there is more work involved. Yet it is fair to say that the more you put into it, the more you can get out of it as both Alex and Pete explain in their 2021 report further on.

Using the Golf Tracker in 2021, Alex made a fantastic Return On investment of 35.87%, whilst Pete managed a 15.19% ROI.

The difference in ROI is down to the fact that Pete takes more bets at lower margins each week as that suits him – once again outlining how you can customize it to suit you!

CHOOSE THE GOLF TRACKER OR WEEKLY GOLF VALUE

The Bookie Bashing Golf Tracker is the fantastic tool behind the Weekly Golf Value tipping service mentioned above in (1). It uses data to form a fair odds assessment of a selection and compares those odds to the bookmaker odds in order to find value bets.

If you don't have the time or inclination to run the Golf Tracker Tool – you can subscribe to Weekly Golf Value.

The Golf Tracker covers both major tours and you'll need bookmaker accounts to place the bets.

This strategy is not viable on the exchange as it takes advantage of bookmaker's extra places in order to find value.

You can find out more on the Bookie Bashing Golf Tracker here - <http://bookiebashing.net/>

BET PLACEMENT: BOOKMAKER OR EXCHANGE? (OR BOTH!)

FOLLOWING TIPSTERS WITH BOOKMAKERS

OK so now you have an idea of some of the best golf tipsters to follow, where then do you place your bets?

When starting off betting on golf, the majority of your bets will be placed with bookmakers.

It's advisable to always start here to get a feel for things plus all the tipsters we recommend at SBC will have bets available to take at the bookmakers.

Therefore, you need to make sure you have plenty of online bookmaker accounts at your disposal in order to kick off your golf betting strategy.

And when using these accounts to bet on golf, there are some more golf friendly bookmaker sites than others, where you'll often find more favourable terms and therefore more value.

We have broken them down as follows into two tiers:

Top Tier (most valuable)

- Sky Bet
- Paddy Power
- Betfair Sportsbook (*Note - Paddy Power & Betfair Sportsbook offer the exact same terms as they are owned by the same company*)
- William Hill
- Bet365
- Boylesports
- Betfred (*Note - you can match Betfred's golf terms online in shops*)

Lower Tier

- Betway
- 888 sport
- Bwin
- Sportingbet
- MansionBet
- Unibet
- Coral/Ladbrokes
- Star Sports
- Bresbet
- Bodog
- PokerstarSports

Having most if not all of the Top Tier accounts is highly recommended when starting out so you can take as much value from the bookies as possible.

This is because even slightly better odds and terms can sometimes make a huge difference. If for example you take odds of 50/1 rather than 60/1 on a winning bet simply because you can't be bothered to open up another account - such a decision can be costly.

For most tournaments, some bookmakers also offer an extra number of places for each way bets. (*Note – almost all the bets you will place on golf are each way*).

The standard each way terms are to pay out on the first 5 golfers to finish, yet on some tournaments you might regularly find they are paying on the first 6, 7 or even 8 golfers.

It might not sound much but it really can add a great deal of extra value. If you consider a 100/1 golf each way bet, will usually be paid out at 20/1 to place, then it can really make a significant difference.

It's these differences in bet terms and prices that often create value and serious bettors need to be aware of this when attempting to turn a profit.

FOLLOWING TIPSTERS ON THE EXCHANGE

Bookmakers as we know don't like losing money and will do their best long-term to remove and restrict winning customers, even those of you winning money on golf.

Such restrictions might take a while to come to fruition, yet if you are profitable over a consistent period of time, ultimately you will suffer account restrictions and closures.

This is the nature of betting with the bookies and winning bettors are always in a battle with them to keep accounts open and get around restrictions.

One way to avoid bookmaker restrictions is to bet at a betting exchange, where you're not betting against a bookmaker and where winning bettors are encouraged.

Luckily, a lot of golf services and tipsters are exchange friendly meaning there are real long-term prospects to your golf betting strategies.

Therefore, having one eye on placing your golf bets on an exchange is certainly recommended.

When we refer to golf betting at the exchange, we are mainly referring to the Betfair Exchange, the biggest betting exchange in the world.

Here you will find the same events as those advertised by the bookmaker, but usually you will get better odds as the overround on exchange markets is smaller.

USING THE BETFAIR WIN & PLACE MARKETS

The downside when betting with Betfair is that we miss out on the better place terms that some bookmakers regularly offer, which are ideal as 98% of all your golf bets will be each way.

So instead of striking a bet each way with one bookmaker that might pay out on the first 8 golfers, instead we just get traditional Win, Top 5 and Top 10 markets.

Yet, despite this, we often find that the better odds on offer make up for this and results for several top tipsters testify this point.

By way of example, we've broken down the different staking scenarios across the tips issued by an SBC recommended tipster for the 2021 Bermuda Championship.

Here you can see the odds, bookmaker and terms put forward and what we found in the Top 5 and Top 10 market.

We advocate utilising a similar strategy for following any exchange friendly tipster on Betfair and to be aware of the fact you might take slightly worse odds in the place market, but better odds in the win market on most occasions.

Note - below were actual bets placed by Pete - SBC's Editor.

Advised Bet: 1pt e.w. Denny McCarthy at 40/1 (William Hill 1/5 1,2,3,4,5,6,7,8)
On this bet William Hill were paying out 1/5 the odds on the first 8 golfers to finish

Bet placed at BF:

£30 at 60 Betfair in the Win market
£15 at 13.5 Betfair in the Top 5 market
£15 at 7.2 Betfair in the Top 10 market

Advised Bet: 1pt e.w. Dylan Frittelli at 66/1 (Unibet 1/5 1,2,3,4,5,6)
On this bet Unibet were paying out 1/5 the odds on the first 6 golfers to finish

Bet placed at BF:

£30 at 85 Betfair in the Win market
£15 at 15.5 Betfair in the Top 5 market
£15 T10 8.0 Betfair in the Top 10 market

Advised Bet: 1pt e.w. Graeme McDowell at 80/1 (Skybet 1/5 1,2,3,4,5,6,7)
On this bet Skybet were paying out 1/5 the odds on the first 7 golfers to finish

Bet placed at BF:

£30 at 100 Betfair in the Win market
£15 at 24 Betfair in the Top 5 market
£15 at 11 Betfair in the Top 10 market

This is a very representative sample, showing that the advised odds were beaten quite comfortably, certainly for the win part of the bet, using Betfair as opposed to the advised book.

In each instance much better win odds were taken – 60 vs 40 on McCarthy, 85 vs 66 on Frittelli and 100 vs 80 on McDowell.

The appeal of this approach is two-fold: getting better value and utilising the Exchanges if restricted/banned from the bookmakers.

Taking the Denny McCarthy bet as an example, with the bookmakers at 40/1 odds, Pete would have been paid out the following:

McCarthy Won: £1,440 profit
McCarthy Top 5 finish: £210 profit
McCarthy Top 6-8 finish: £210 profit
McCarthy Top 9-10 finish: £60 loss

Compared to the following payout based on his exchange odds (all figures after 2% commission is deducted):

McCarthy Won: £2075.84 profit (+£635.84 compared to bookies)
McCarthy Top 5 finish: £281.84 profit (+£70.84)
McCarthy Top 6-8 finish: £60.84 profit (-£149.16)
McCarthy Top 9-10 finish: +£60.84 profit (+0.84p)

In general, this is a similar pattern to what you will find with this strategy. When your golfer wins the tournament or finishes in the Top 5 you often win more, yet compared to the extra place terms (i.e., 6th, 7th, 8th) you may well lose a little bit extra in those finishing positions. Over time though, this strategy will see you make more with the required patience.

Plus, when you take into account that a winning betting strategy on the exchange has far more long term prospects than a single bookmaker account, it's likely that even if you do make slightly less betting this way, the overall value is more if you do not lose your account.

OUR REAL-LIFE GOLF BETTING PROFITS IN 2021

To showcase just how profitable betting on golf can be, and to add weight behind our claims of profits and easy money, each SBC team member - Pete, Alex and Rowan has posted their 2021 golf betting results together with a summary of what went well and what didn't.

Between the team, we calculate that we have racked up over 20,000 bets this year, meaning we have a big sample size to report on. As with any large data set, the bigger the data, the more trustworthy the results.

2021 - MY YEAR IN GOLF BETTING: ALEX

My 2021 golf betting has certainly been a journey for me personally. It's been my first near full year betting on golf properly and it's been a very lucrative one at that. I started at the end of January 2021 and have bet on golf every week since. I've bet on the PGA Tour and European Tour and secured multiple winners on both.

Over this period, I've mainly used one betting service, that being the Bookie Bashing Golf Tracker mentioned above. It's been extremely lucrative for me and my final results for the year show a total return on my investment of 35.87%.

I've since added the PGA Profit tipster service to my portfolio and used it to bet on Betfair Exchange and I've got off to a flyer with this service as well.

It all started at the end of January with a handful of bets placed on the American Express event on the PGA Tour. I was just testing the water at this point but to my delight I managed to bag the winner in the shape of Si Woo Kim, taking the event by one shot from Patrick Cantlay. That secured me a £762 profit from my very first event. What a start!

Since then, I've gone on to record another 16 winners across my 2 main strategies.

That enabled me to increase my betting bank significantly twice, meaning I've staked more allowing larger profits (bigger losses as well!). Of course, I hope to increase this further once more profits roll in and if 2022 sees similar growth I'll have no issue doing this.

When using this strategy, I use Bookie Bashing's recommended golf staking calculator. This calculator advises my stakes based on the odds and EV of the selection and my overall bankroll. It's an aggressive staking method but it's worked well for me so far.

PGA Profit:

For PGA Profit I've used the service's tips to bet on Betfair Exchange to great success already. After just a couple of months using PGA, I'm already on 4 winners and 1 place. All whilst betting on the exchange and not having to worry about bookmakers' restrictions and limitations.

4 winners in just 86 bets meant my ROI for the short time using the service showed a dizzying 155.92% for 2021. Of course, this ROI is unrealistic and will come down once more bets are placed. It was an excellent start though!

For the purposes of this book I decided to dig a little further into my record and pull out some highlights to showcase my 2021 golf betting journey.

Best single golfer profit

K.H. Lee smashed the AT&T Byron Nelson for me back in May. he won by a clear 3 shots at 175/1. What a win! That bagged me £2625 profit off a £12.50 each-stake. I also had 150/1 and 125/1 places, so it was a great event for me.

The real dream here is backing the same winner on multiple strategies e.g., backing a player using the Bookie Bashing strategy and the PGA Profit strategy.

Best tournament profit

Again, as above, the AT&T Byron Nelson was my best tournament profit. Overall, I was up £2805 from 10 selections.

Worst single golfer loss

Justin Thomas has popped up a couple of times with big losses. As his odds are normally on the short side when he competes, a large stake is required when using the staking method I use. A couple of times he has not placed at all meaning no returns on £200 stakes.

Worst tournament loss

I'll alter this slightly to 'worse golf betting week' as I had a complete wipeout on both the European Tour and the PGA Tour at the end of October. Not one single place left me over £1k out of pocket!

Luckiest win

My luckiest win has to have been Max Homa beating Tony Finau in the Genesis Invitational back in February this year. The event went to play-off with both players finishing on 12 under. The first play-off hole was a drivable par 4 and with both players going for it, Homa's drive finished nestled up against a tree. Exchange odds went out to triple figures for Homa to win with Finau safely next to the green. It all then turned on its head with Homa producing a miracle shot to get up down for his birdie with Finau doing the same.

That sent them to the next play-off hole which Homa won and took the title. Miracles do happen!

Biggest lesson learnt

Don't overstake! I've gotten carried away a few times and the pressure you put on yourself is not worth it. Make sure you're staking to a level you are comfortable with and you can sit back and enjoy the ride.

Most useful bookmaker

Has to be Sky Bet. a total of 255 of my 877 bets were placed with Sky. Certainly, I have won the most money there as well. Paddy Power were next best with 102 bets placed.

Goal for 2022

My goal for 2022 would of course be to increase my golf betting bankroll. More specifically, I'd like to dedicate more of it to betting on the exchange and also place more bets in the shops. If you can find similar value in the shops your profits will go largely undetected, and you can increase the longevity of your strategies.

Advice for others looking to bet on golf

Golf is my favourite sport to bet on so I would certainly advise anyone to consider a golf betting strategy as part of their portfolio. The ROI to effort ratio is extremely attractive plus it's super fun (and often nerve wracking) to watch when you've got skin in the game.

I can't think of a betting starting resource than SBC Golf where you'll be able to learn all about betting on golf if just starting out.

2021 - MY YEAR IN GOLF BETTING: ROWAN

Thinking back over the past 12 months of my golf betting, I can remember a number of highlights.

There were times - for example, when Weekly Golf Value gave two winners in the same week with one of the tournaments going to a play-off but with both participants carrying WGV money - when I felt indestructible. But then there were times of frustration and irritation when I felt I wasn't getting the rub of the green. I guess that's the nature of betting on golf in a nutshell.

2021 was the first time I'd really ramped up golf as a personal betting medium, following three tipsters - Golf Insider, PGA Profit, and Weekly Golf Value. Three services don't sound like a lot to follow, but psychologically it felt back at the start of the year that I'd taken a fairly big step forward. Now at the end of the year however, and I'm thinking that I need to ramp it up more, and in fact golf will become *the* focus of my betting moving forward.

My total golf betting ROI for 2022 is 22.81%, a figure that I am delighted with. I set myself a target of 15% ROI for the year, so to achieve a shade over 150% of that target is fantastic.

I kept the stakes constant throughout the year, and the only change I made was to introduce the European Tour picks offered by the same tipster who runs the PGA Profit service in September. Despite a strong start, by year end these picks were showing a small deficit of -40.4 points but I have no regrets. I trust the tipster, his methods and professionalism, and will continue to follow next year.

Interestingly I'd actually made 80% of my total profit for the year by the end of June. As a mini-portfolio, the rate of ROI dropped sharply over the latter half of the year but in a sport like golf, where there can be sizeable gaps between winners, I see nothing to be concerned about. I'm convinced that this is merely the natural rhythm of golf betting. The ebb and flow.

It is important to note that my figures will not reflect those of the services' themselves. I missed a couple of winners through the year (and of course I missed more losers) but at the odds we're playing at, a winner missed has a fairly hefty impact on the bottom line. I signed up to Weekly Golf Value a week late for example, and even though this service got me off to a flyer through what was an incredibly strong first four to five months, missing out on the 30/1 winner I'd have backed had I signed up when I originally intended to, has a negative effect on the overall ROI.

Another factor that will have meant my results will differ from others is that I have this year, at various times, experimented with how I get on. For the majority of picks, I've used the

bookmakers, but I know long-term that isn't sustainable. So, I started using the Exchanges more for placing some bets, particularly for, but not exclusively to, the PGA Profit picks. But within this experiment lay another; sometimes I used the Top 5 market exclusively for the place part of the advised each way bet, at other times I split this bet between the Top 5 and Top 10 markets. A job for me over Christmas is to settle upon a strategy for getting my money down, so that I can be more consistent in my approach next year.

The performance of each service?

Here are the figures:

Golf Insider: Staked 351pts, -24.132pts, ROI -6.87%, ROC (Return On Capital) -12.06%, Maximum Drawdown: -91.044pts

PGA Profit: Staked 799.5pts, +316.801pts, ROI 39.6%, ROC 63.36%, Maximum Drawdown: -115.77pts

PGA Profit Europe: Staked 152.5pts, -40.473pts, ROI -26.53%, ROC -8.09%, Maximum Drawdown: -115.5pts

Weekly Golf Value: 5,949pts, +1,760.44pts, ROI 29.59%, ROC 88.02%, Maximum Drawdown: -461.8pts.

2022 – A bounce back year for Golf Insider?

Let's hope so!

We all know it's important to give a tipster time. And it's even more important to do so when that tipster is backing regularly at prices of 50/1, 80/1, 100/1, 150/1 and so on. Golf Insider plays within these ranges and has suffered a number of second places with its picks. Just a couple of these second place finishes as winners, and what has been an underwhelming (and loss-making year for me) would have a completely different look.

So, we forge on with Golf Insider. The long-term figures remain strong. A losing year in golf betting can very easily represent nothing more than a minor bump in the road when we plot a graph of performance covering a longer timeframe. And when all is said and done, a loss of -38.48 points at an ROI of -6.87% is disappointing sure, but hardly disastrous. The deepest drawdown suffered by Golf Insider in 2021 reached -91 points, which represents less than half the assigned betting bank (200 points).

Most Profitable Golfing Tipster of 2021

By far the most prolific tipster in my golfing mini-portfolio is Weekly Golf Value, and it has also been quite comfortably my most profitable in terms of cash returns, although interestingly not when measured by ROI. A return of 1,760.44 points at an ROI of 29.59% is impressive, but the rate of bank growth is even more so. My ROC figure for WGV is 88.02%.

The end to the year has actually seen my biggest drawdown (-304.13 points) which dragged the bank growth figure to below the 100% marker for the year, having previously surpassed that benchmark.

If assessing by ROI achieved though, then hats off to PGA Profit who for me, returned 316.8 points profit at an incredibly high ROI of 39.6%. An ROI of half of that would have provided huge personal satisfaction, so well played that man!

When the Gods smiled down...

I know there are other SBC contributors writing equivalent reviews of their own golf betting year 2021, but I wouldn't lay a penny on any of them who follow Weekly Golf Value not mentioning the same incident and subsequent winner when looking back to see what they think was their biggest stroke of gambling fortune in 2021.

Back in June, Jon Rahm was six points clear at the end of Round 3. As one of the best golfers in the world, let's just say the bookies weren't exactly pushing his odds as tournament winner out anywhere from being very, very short.

And then Rahm got a positive Covid test and had to withdraw. As one door slams shut, a window of opportunity opens for another, and that other was WGV pick Patrick Cantlay who, just to add to the drama, won in a play-off!

Like Scrooge McDuck, rolling around on a mountain of gold coins...the most profitable weekend of the year!

One of my Bet Diary posts in April carried the headline: "GOLF: The Most Extraordinary Tipping I Have Ever Seen!".

That's quite a headline, following tipsters as I have for more years than I care to remember. It was Weekly Golf Value that was the subject of the hyperbole, but then if you can't get hyperbolic about a tipster tipping two golfing winners of two tournaments in the same week, when can you?!?

One winner was Stuart Cink at 100/1, and who claimed victory in the way that Kauto Star might have won a selling plater at Hereford when in his pomp; i.e. it was never in doubt. That was on a Sunday evening. In the afternoon, John Catlin had won a play-off to emerge victorious at 50/1. Just to add to this rather surreal, barely believable turn of events was the chap Catlin beat in the play-off was Max Kiefer, who had also been put up by Weekly Golf Value at 60/1!

You see what I mean about "extraordinary tipping", eh?

All this was so incredible that getting lost amongst it all was the fact that Golf Insider was also on Catlin. As I said at the time, it's not normal for a 45/1 winner on the golf to be so completely overshadowed. Which is daft, because when all was totted up, this was clearly my single most profitable day's betting on golf. And when something like that happens, we need to soak it up and revel in the luxury of it all, because you just don't know when things are going to take a turn for the worse.

Which leads me on to...

Worst loss of the year, and the unluckiest!

It's always infuriating when you're on a bet at big odds, and get into a strong position, only to see it all gradually disappear in front of your eyes like early morning mist on a sunny day.

Xander Schauffele had been tipped up by both Golf Insider and Weekly Golf Value and at pretty tasty odds too. Going into the final day with a share of the lead, he stayed at the top of the leader board without ever being able to pull away. Sadly, his closest pursuer chipped in for an Eagle from about 10,000 yards to relegate our man to second place.

My comments at the time, recorded in the Bet Diary post were: *“Schauffele stayed firmly ensconced in the top section of the leader board for most of the final round, whilst giving the impression – to me anyway – of battling his way as opposed to ever threatening to hit top gear and move clear of the field. He was always going to remain vulnerable to the sort of thing that happened very late, when the eventual winner holed a miracle chip to gain an Eagle at the 17th and move two shots clear.”*

I suppose an opponent pulling out a superb shot to claim tournament victory is not being unlucky, but when it comes at the expense of your 100/1 shot who had been leading or close to leading for so long, it sure did feel unlucky. I ain't going to argue over semantics!

Snatching victory from the jaws of defeat, 2021's most memorable golfing win.

In February PGA Profit kicked into gear with two winners in two weeks, the second of which – Max Homa – claimed victory after a play off so torturous I couldn't bear to watch and instead went to bed. I couldn't quite believe it the next morning when I saw that Homa had won.

At the point of me switching off the telly, Homa had just hit his drive on the first play-off hole with the ball coming to a halt nestled very snugly against the trunk of a big old tree! I was convinced he wasn't going to win from there, hence the going to bed in a huff. I still have no idea at all how he managed to win from such an impossible position, but even having not seen just exactly how Homa had extricated himself, this is a win that will last long in the memory. This was a win that I really had no right to.

What to do differently – my biggest lesson from 2021.

I've always known how important it is not to watch the sport you bet on too closely if you want to keep a calm outlook on your betting. Sometimes it's impossible to avoid doing so if it's an event you would want to watch anyway. But as a general rule, place your bet, walk away, and check the result when the race/match has played out.

The trouble with this when it comes to golf though, is that I've always found it a relaxing and enjoyable way to spend a Sunday evening, especially through the dark and cold winter months. Watching golf being played somewhere lovely and warm over in the States, the sound of birdsong coming through clearly, the sun shining, picturesque countryside...it's all quite lovely.

This year however, as my golf betting ramped up some, this quiet segue into the working week changed in nature. Suddenly I was keenly watching the progress of a number of golfers, working out what they needed to do, who were the dangers, etc., etc. In short, it stopped being a relaxing way to spend a couple of hours on a Sunday and became more an on-the-edge of the sofa experience, and it's not good. More to the point, it meant getting to bed way later than is sensible and starting the working week feeling tired. Of course, it's easier to deal with this mental side of the game when winning, but when the losing spells kick in – which they always do – then Monday morning weariness becomes that much harder to cope with.

So, lesson learnt. No doubt I'll still watch the odd tournament, but 2022 will see me take a big step back in this respect. I'll have to find some good books to read on a Sunday evening instead.

Getting on – which bookmaker proved most useful.

I feel like I'm saying this with a clenched fist, because I really begrudge giving the bookmakers any sort of praise at all. But SkyBet for me, have been a very useful account to have, and to be honest, I've used them a lot more than I thought I would. Touch wood, cross fingers, and all that

but thus far my SkyBet account remains free of restrictions, and they seem to hold their prices (are you watching Boylesports?) for a decent time too.

William Hill have also been relatively good to me, as have Bet365. However, before there's any risk of getting carried away with fulsome praise for the enemy, I know that the next 12 months will see me moving more and more towards Betfair and Smarkets. That is inevitable. So, what about next year?

In short, I'm going to spend some time thinking over exactly how I am going to grow my golf betting but grow it will! That's a certainty.

There are so many really good golfing tipsters out there now, and some are free or charge a very reasonable subscription fee and so are providing great value. Add to the mix the fact that getting on is relatively easy, the Exchanges offer a very real alternative to online bookies, and relatively strong markets, and expanding my golf betting portfolio is a bit of a no-brainer. As I write, I'm not completely sure how I'm going to expand. You'll have to read next year's Bet Diary posts to find out. 😊

And finally, advice to those setting out on a golf betting journey...

Two words: Betting Bank.

Set yourself up financially. Do not cut corners in this respect, and in fact, if anything, err on the side of caution when it comes to setting your bank sizes. We absolutely must accept that golf betting involves longer losing runs and potentially much steeper drawdowns than when betting on other sports. You've read above of instances in this past year of incredibly fortunate wins, and unlucky near misses. You don't get paid out on near misses. The last thing you need during a bad spell is extra pressure resulting from operating a betting bank that was too optimistically set.

Do this, and then sit back and enjoy the golf betting ride.

2021 - MY YEAR IN GOLF BETTING: PETE

2021 was an undoubtedly rewarding yet at times frustrating year of golf betting and one which whilst eminently profitable, still left me with the feeling I was unfortunate to not make slightly more.

This feeling was backed up by a lot more 2nd placed finishes and playoff losers than I would reasonably expect to endure in an average year.

My overall ROI across the golf tipsters I follow was 12.41%, which considering the volume of bets I placed during the year represented a very good return indeed.

To give context to this, I placed over 10,000 golf bets alone and increased my staking throughout the year in line with profits made.

Adapting an old footballing cliché, it was very much a year of two halves. The first 6 months returning approximately 73% of my profits on the year overall and the 2nd half returning a paltry 27%.

Given the fact I incrementally increased my staking throughout the year, the fact the 2nd half of the year performed worse than hoped naturally impacted my overall ROI and profits. In an ideal world I would want the 2nd half of the year (with increased staking) to return the greatest profit. This is why my ROI is lower on some tipsters than their official figures which is down to staking changes over the course of the year and occasionally the odds I took on some, which might have been slightly different. I.e., I might have taken bigger win odds for the golfer to win and less in the place side if working on Betfair vs a bookmaker.

In general, my goal is to make sure I get a very strong set of odds on the golfer to win vs to place just as that is where the biggest profits have returned long-term.

I have no doubt that with a bit more luck and a few less 2nds or close calls at big prices especially in the 2nd half of 2021, the ROI would have been north of 15%. I expect it to be this way in coming years

Look Beyond Just One Year

As clean as a year by year set of analysis can be, it is sometimes easily misconstrued especially when dealing with relatively small data sets given the average odds taken on.

This is why it's important to not judge an individual tipster based on one very good or very bad year but to look beyond that. I have done that for each of the tipsters I follow and whilst a few have had bad years in the past, long-term each golf service I follow is in profit over the time I have tailed them.

The biggest mistake I find new, less experienced punters make – or even those experienced yet with a poor understanding of probability, is that they judge services over unrealistic timeframes. Or even that they struggle to handle the concept that even the best tipsters have bad runs. No golf bet is ever guaranteed to win, but if taking a value price vs, the realistic chance of winning, then long-term the bets will work in your favour.

Busiest tipster

The busiest tipster/strategy I undoubtedly follow is the Bookie Bashing Golf Tracker, which returned a 15.19% ROI on the year alone. It's lower than for example just the snapshot you find on Weekly Golf Value, but that is because I am taking more golfers each week and lower value margins to smooth out a bigger profit and bank growth.

Most profitable tipster ROI

In terms of the best ROI – that accolade goes to one of the free golf tipsters we reviewed in SBC 125 from November 2021, who I began following back in March and returned me a 42.29% ROI on the year. My timing was good on this one, especially in terms of staking increases and I look forward to following them next year.

Unluckiest Tipster

An award that must go to the Golf Insider who had I believe 13 or 14 golfers that finished in 2nd position where sometimes the differences in profitability between 1st and 2nd would have been very large indeed as well. This included a period where he could not buy a win between April and August, prior to a much better end to the year.

Long-term his stats are fantastic, and he actually had more top 10 and 20 finishes in 2021 than in previous years, it's just that they weren't able to get over the line and return the really big profit that makes all the difference!

I have full confidence that the big winners will return and that at some point he will have more 1sts than 2nds. When that happens, I will reap the benefits of my patience.

Best single golfer profit

My biggest single win in 2021 in terms of Golf came on the European Tour when Jonathan Caldwell won in the Scandinavian Open in early June at big odds of 150/1.

Ben Coley first of all had tipped him at 150/1, although I snapped up odds of 160 on Betfair on him to win and 28.0 Top 5 and 14 Top 10.

Additionally, I also backed him at 150/1 with a bookmaker as it was a strong value selection from the Bookie Bashing Golf Tracker and also Weekly Golf Value. Doubling down on Caldwell at 150/1 was one of my best decisions of the year!

Best tournament profit

The result on Caldwell ensured a tasty five figure profit due to the amount of tipsters/strategies that highlighted him as value. Thus, ensuring he returned the highest sum on the year overall tournament wise. In saying that, there were several very close calls for a much bigger profit that just fell short in the 2nd half of 2021 including a few triple figure odds bets that came 2nd. I look forward to that smoothing out in my favour at some point in 2022!

Worst single golfer loss

My strategy when golf betting is to mostly aim for low to medium stakes at odds of 30/1 upwards rather than high stakes at low odds, yet some tournaments do throw up value at the front end of the market.

In November, the Dubai Desert Classic had some great terms and value on many of the protagonists at the front end of the market and I took 13 golfers at 50/1 and under for decent stakes. Not one placed despite a very small field and what I thought was preferential terms. So, this wasn't my worst single golfer loss exactly but summed up a rotten week and how even the best strategies/tipsters don't win all the time.

Not to be deterred, the losses I made that week I made back and more the following, so it was just a case of keep believing in the process and don't panic.

Worst tournament loss

The above Dubai Desert Classic was a sore one but perhaps the worst was the Alfred Dunhill Championship in October. Lots of bets, yet only 2 measly places to show for my efforts and a near wipe-out. I think 70% of my bets missed the cut that week alone!

Luckiest win

Undoubtedly it would have to be Patrick Cantlay who was the very lucky recipient when Jon Rahm had to withdraw due to covid at the end of the 3rd day at the Memorial Tournament in June. Rahm was 6 shots up and trading heavy odds on to seal the deal on Day 4 and as the best

golfer in the world, I truly needed a miracle to hit the winner. That miracle came in and I copped a big winner on Cantlay which I did not deserve.

Biggest lesson learnt

Don't live out each tournament and follow the action too closely as it can be all encompassing and incredibly frustrating especially when one shot is the difference between winning 5 figures and losing 4 figures.

I lived out The Masters back in April like that and that was a lesson learnt for me. There were only 2 golfers I really didn't want to win, one of whom was Hideki Matsuyama who won by 1 shot to young tyke, Will Zalatoris and a swap of those two would have been significantly better for me. I found it incredibly frustrating, including when another potential big winner, Xander Schauffele choked and hit a triple bogey late on, which ruled him out of contention too. A par and he would have at least had a play-off. The pressure of the final few holes at the Masters!

Lesson learnt – sit back, watch if you can handle it but if you can't, just switch off your TV/phone and come back to it when it's done. Following it live adds nothing to my betting as I don't hedge so it's sometimes a lot easier to let the dice fall where they may and be as unemotional as possible.

Most useful bookmaker

Whilst Skybet and William Hill are very good on the PGA events especially, can I say Betfair here? Very often I got a lot of good odds on Betfair, especially in the win market if being patient and waiting for the right price to come along. For those of you closed down by bookmakers, Betfair offers a really usable solution.

Bookmaker to be careful with

Boylesports make a big song and dance every week on the extra place terms they offer as whilst most firms might be paying the first 7 or 8 golfers, they regularly go the first 10. That would be great were it not for the fact their overround is significantly higher and some of the odds on offer are paltry in comparison. Would you take 30/1 when everyone else is 40/1 just for the sake of 2 extra place spots?

You have to be very careful with Boylesports as despite the extra place terms, their huge overround makes them regularly poor value.

Most useful golf betting resource

Oddschecker is very useful especially in terms of cross referencing how the firms stack up across the key markets – and gauging what price to aim for on Betfair. You should never just take the first price you see especially on early markets with no exchange liquidity.

I also really like datagolf.com – it's one we are tracking at SBC and their live models are fantastic fun to watch and observe as a tournament unfolds.

'Goal for 2022'

4 words: More. Of. The. Same

Expanding on that - although I was frustrated during the 2nd part of the year – a 12% ROI in 2022 I would take now at higher stakes!

'Advice for others looking to bet on golf'

Be realistic – I see too many people join one of the SBC Golf Trio of Tipsters and then quit after a bad week or two and fail to see the bigger picture. Ultimately, they are just short-changing themselves and I find it incredibly frustrating, no matter how I try and explain things. If you are expecting miracles in your first few weeks or even months sometimes when golf betting, it doesn't work like that. Setup a bank, place the bets advised and wait patiently to be rewarded.

WHAT ELSE YOU NEED TO KNOW WHEN GOLF BETTING

WINNING GOLF BETTING MINDSET

Mindset plays a huge role in betting, but the discipline required can be different for each sport.

The discipline needed for each betting niche usually depends on volume, odds and strategy but a lot of the same principles are relevant throughout.

In golf, the nature of betting on the sport is such that there can be a long time in between winners. This is perhaps the key takeaway here and is the biggest influence on our mindset requirements.

It's also another key reason why despite it being so profitable, so many punters struggle with golf betting.

We also have to note that volume plays less of an important role when betting on golf as there are only 2 major betting events per week. And then due to the makeup of the betting markets, the average odds of your selections will be bigger than say horse racing or football.

So, when dealing with longer losing runs we have to make sure our strategy is solid in order to practice good mindset.

It will help to educate yourself about probability and losing runs, especially when you consider that a reasonable strike rate for wins when betting on golf is around 2%. [This article discusses losing runs and how to judge them in the context of strike-rate.](#)

Its important to set realistic expectations as too many people give it a month or two then quit as they don't understand probability. Or they get frustrated after a few weeks without the feeling from a winning bet.

Taking that into account our bankroll needs to match our strategy and we need to make sure we're not over staking in order to tackle possible losing runs.

It is our opinion that this is the most important factor when practicing good mindset and dealing with gaps between winners.

This is because if we don't lose too much in relation to our bankroll, we can...

1. Do our best to ensure we don't blow our bankroll
2. Mentally be comfortable on long runs so we stick to the plan and do not make mistakes

What does this mean in terms of actionable steps you can take then?

1. Pay attention to bankroll recommendations, points per bet or bankroll calculations
2. Reduce your bankroll according to your strategy if required
3. Increase your bankroll in profitable months to compound your profits
4. Try to keep your emotions in check when on a losing run
5. Keep a record of your past bets to reflect on when in the midst of a bad run

As with most things these attributes will come with practice and you may have to make mistakes and learn from them along the way in order to implement them.

You can take comfort with the thought that almost everyone will have made the same mistakes at some point in their betting journey.

EXPECTED VALUE IN GOLF BETTING

Expected Value (EV) plays a huge role in betting. If you're unfamiliar with the concept we suggest you [read articles like this](#) and [watch videos like this](#) before you dive in.

That being said, it can be argued that EV plays less of an obvious role when betting on golf.

Certainly, from a beginner perspective, when following a tipster, there will be very little mention of EV in these tips.

Is this a problem?

Well clearly not based on some of the records the SBC team have proofed over the years.

What you have to realise is that every tipster will be providing tips based on selections they believe to be value. These will be based on their own betting models and the odds will always have to be 'correct' (good enough value) when tipping.

So, a golf tipster might tip a player who is 50/1 because they believe they are overpriced and their true odds should be 35/1. Bet like that for long enough and that value will come through in the form of profit.

Yet still that golf tip remains a 35/1 chance and will therefore perform as such – meaning they will only win 1 in every 35 times at any particular tournament given the field and conditions.

Bookmaker Extra Places

EV will play a bigger role in services like the previously mentioned Bookie Bashing Golf Tracker.

Here value is sought based on bookmaker extra place offers and comparisons to a fair odds calculation which Bookie Bashing have created themselves.

The Golf Tracker spits out selections based on an EV % so your picks will be very much centred around the EV available.

This can be said about many sports but it's likely the golf betting markets are not as efficient as the football and horse racing betting markets meaning beating the closing line i.e. your EV will be of lesser importance than betting sports where the markets are more efficient.

That doesn't mean that beating the closing line is not a good idea and you should still be trying to get the best odds possible when placing your bets.

PROGRESSIVE REINVESTMENT FOR GREATER PROFITS

For each tipster we review at the Smart Betting Club, we also outline the performance if taking what we term a progressive reinvestment strategy.

This involves reinvesting 2.5% of your profit after each winning month that places you on a new profit high. By doing so, we gradually raise our stakes as we accumulate profit.

As an example of this approach, let's consider Ben Coley, Sporting Life's golf tipster who enjoyed a fantastic 2021 making 721.92 points profit @ 54.63% ROI from 552 bets.

Applying a 2.5% progressive reinvestment strategy for Ben would have increased the points profit made by 72 points to 794.43 in total at 54.54% ROI. You can see how this stacked up throughout 2021 below:

Monthly summary with progressive reinvestment @ 2.5%

Month	Bets	Stakes	P/L	ROI
2021_01	31	85.00	(51.05)	(60.06%)
2021_02	34	89.00	67.50	75.84%
2021_03	52	120.44	75.52	62.71%
2021_04	63	160.22	219.49	136.99%
2021_05	53	121.69	10.05	8.26%
2021_06	54	139.63	128.66	92.14%
2021_07	72	178.76	191.00	106.84%
2021_08	52	149.60	(1.22)	(0.81%)
2021_09	48	132.21	(30.01)	(22.70%)
2021_10	37	105.53	72.13	68.35%
2021_11	47	137.89	33.44	24.25%
2021_12	9	36.55	78.93	215.93%
Total	552	1456.53	794.43	54.54%

Ben actually made a profit in 9 out of 12 active months, which is a superb achievement alone, yet this ensured the stakes went up by 2.5% quite regularly.

The 2.5% figure is a sum you can adjust to suit your own preferences or circumstances and indeed you can choose to apply it over shorter or longer time periods, yet it is designed to illustrate one simple approach on how you can increase stakes in line with profits.

TIPS AND ADVICE

Finally, a few quick and easy bullet points featuring advice built up over the years!

1. Start with an expert. Follow a well-reviewed tipster with independent reviewed results so you know you are making solid bets. It is easy to get 1 or 2 lucky winners on golf but it takes skill to get them year-in, year-out.
2. Decide on a bankroll you can afford to lose. It's important for your betting mindset that you are prepared to lose all your bankroll if the absolute worst happened so you're able to stick to your staking strategy.
3. Track your results. Make sure you're logging all bets and results so you can see where you stand. This will really help during a bad run too!
4. Compound your profits by increasing staking gradually as you build your bank. Compounding is a powerful staking tool that if used correctly can greatly increase your take home.
5. Read about probability and losing runs, especially if you only have a 2% strike-rate for wins. That might mean you go a few months without a winner (depending on how many bets you place each week) and if not setting up with realistic expectations, you might fail.
6. Don't live it out too much. You can't control what a golfer does. If you find it too hard to handle, just wait till it's over and check out the final leaderboard.
7. If you're an international bettor, look at your local bookies as sometimes you might get better odds. A well fancied golfer in the UK put up by a top tipster might not be fancied in the US or Europe.
8. Track your bets in-play. The best app we've found for tracking your golfer's efforts in an event is Golf Live 24. We also use the Flashscore app and website to follow our backed golfers.
9. In-play is often a good angle too if you want a certain price that doesn't get offered pre-event. Remember - you have 4 days to get your bets on and the market fluctuates wildly over that period.
10. If betting on the exchange, don't take the first price you see on Betfair, especially in an early market that isn't liquid. The top 5/top 10 markets can be very weak early on a Monday or Tuesday.
11. Remember, big priced winners are rare (those 100/1 and above) so where possible focus below that range if worried about long losing runs.

EXPLORING SBC GOLF

For those of you interested in learning more on some of the tipsters covered in this report, we wanted to highlight the [SBC Golf section of the Smart Betting Club website](#) as a really useful resource.

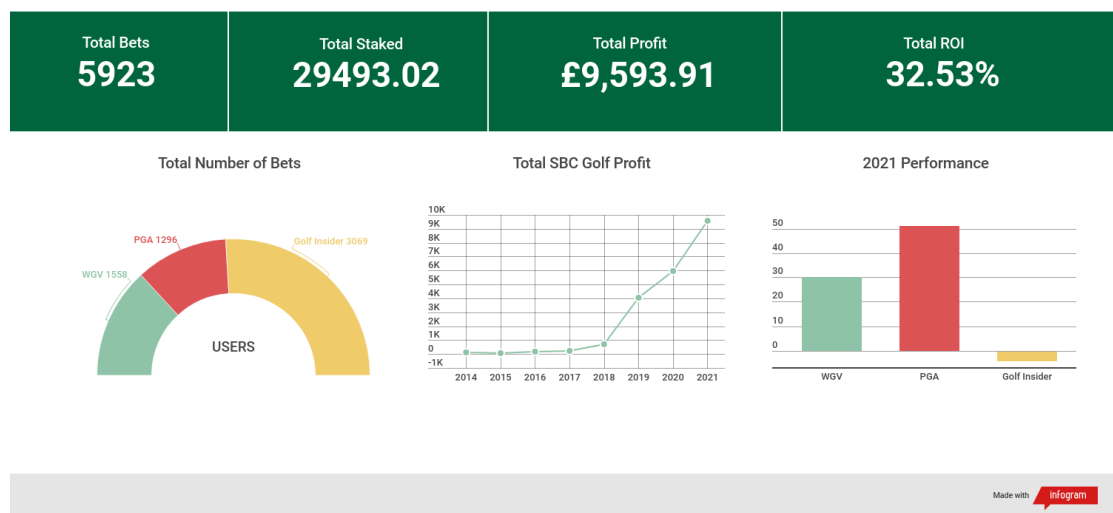
At SBC Golf, you'll find in-depth analysis on 3 tipsters plus some more general information on golf betting. It's one of our most popular sections on the site and contains details of some serious profits recorded between all 3 SBC Golf tipsters.

Those 3 tipsters are...

1. Weekly Golf Value
2. PGA Profit
3. Golf Insider

Here's a taste of the performance of the SBC Golf tipsters.

SBC Golf



There are also some tasty discounts available to most of the services mentioned above. [Check it out if you want to know more about what SBC has to offer in terms of golf betting.](#)

FINAL THOUGHTS

As a bettor, it's possible you might have overlooked golf as a betting sport due to the popularity of football and horse racing. The fact is, it deserves its place as a top tier betting sport alongside both of these and certainly has its own benefits that sets it apart.

From a Smart Betting Club perspective, it is probably our favourite sport to bet on right due to many of the benefits outlined in this book.

It is our hope that this book has helped you realise why this is and can convince you to love betting on it just as much as we do. If you do latch onto it, and start committing yourself to betting on golf properly, the financial rewards are there for all to see.

The [SBC Golf](#) section of the website is a great starting point for anyone looking to take this seriously and we would encourage you to start there first if you are looking for next steps.

Everyone at SBC wishes you luck in your golf betting journey and thanks you for reading to the end if indeed you are reading this. We are always happy to help with any questions you may have and can be contacted using any of the details below.

CREDITS PAGE

This report is designed for education purposes only and has been published by the Smart Betting Club.

If you have any questions regarding anything in this report, you can contact the SBC team as per the information below

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