



# SMART BETTING CLUB

## WELCOME TO THIS FREE SMART BETTING CLUB MAGAZINE

Thanks for downloading this **Free [Smart Betting Club Magazine](#)**, designed to give you a taste for some of the unique content published on a regular basis, all designed to **help you make money betting**.

In this free edition I have put together 2 past tipster reviews that reflect what you can expect as a full Smart Betting Club member. Both tipsters are proven long-term winning services and members of the SBC 'Hall of Fame' list of recommendations.

If you enjoy this content and are after dedicated, independent help with your betting then please do consider joining our tight-knit community of profitable gamblers.

In fact, I believe so strongly in our ability to help your betting, that there is a 90-day money back guarantee if not satisfied with the service for any reason.

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Best Regards,

*Peter Ling*



Smart betting Club Owner/Founder <https://smartbettingclub.com>

## HOW THE SECRET BETTING CLUB CAN HELP YOUR BETTING

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!

Plus, not forgetting you can also access our **outstanding 14 year back catalogue** full of past reviews, features and profitable betting advice.

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MONEY BACK IN FULL WITHIN THE FIRST 90 DAYS OF SUBSCRIPTION.  
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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 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.

Since the publication of this review in March 2018, The Value Bettor has gone from strength to strength. Between April 2018 and December 2019, from a further 255 bets, an additional 56.1 points profit were made @ 26.97% ROI.

*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:

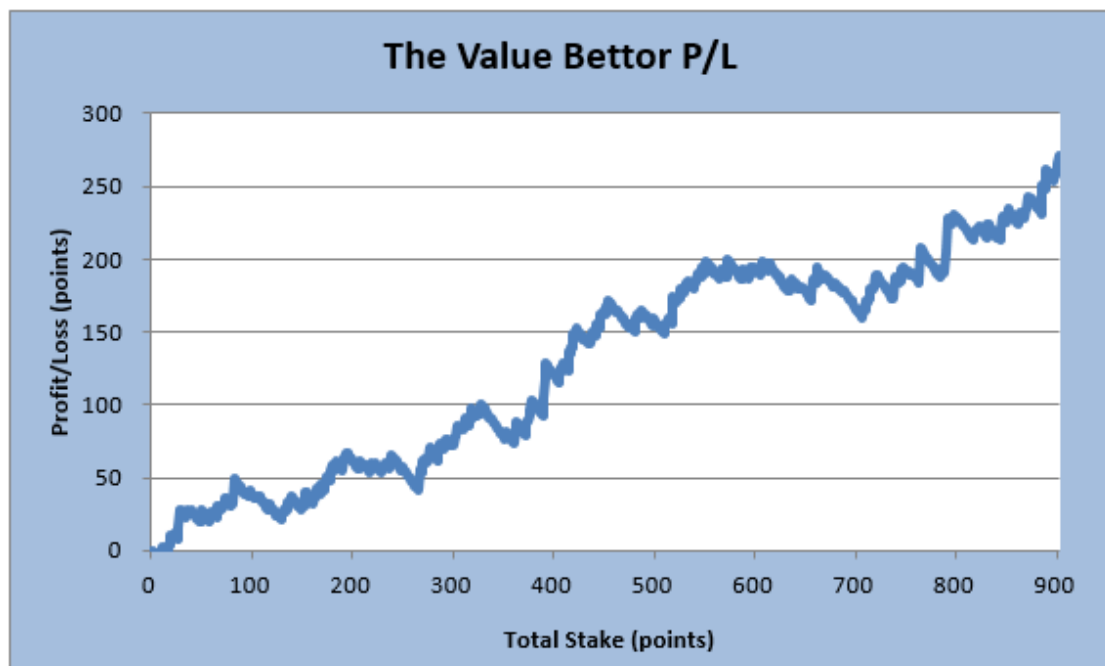
### Performance Summary

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**

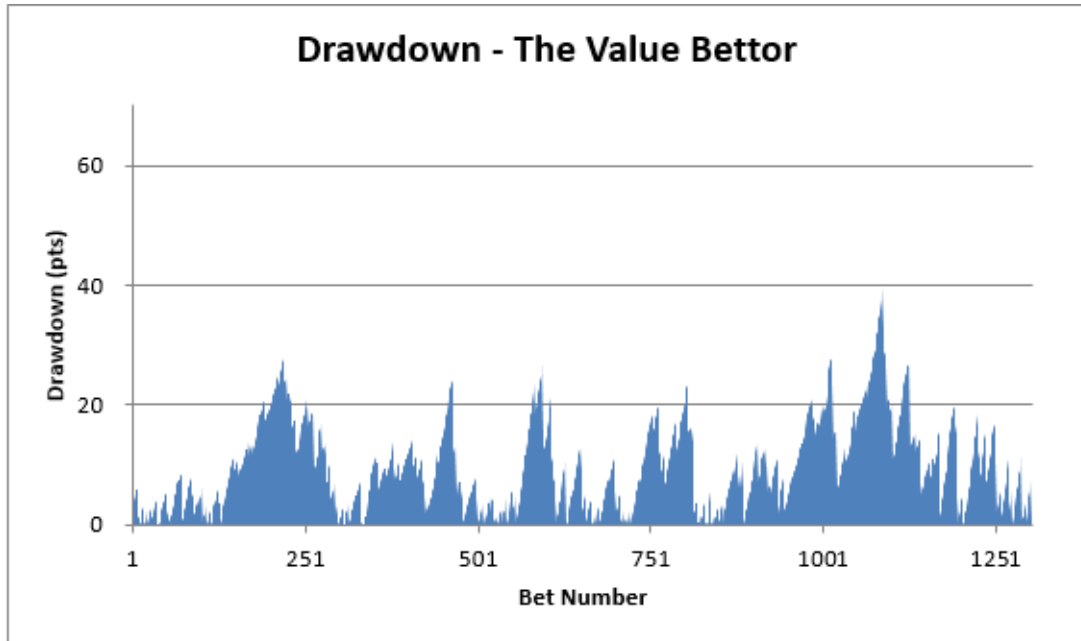
Season	Bets	Stake	Strike Rate	P/L	ROI	ROC
2012/13	183	112.3	12.0%	31.9	28.4%	21.3%
2013/14	352	198.0	11.9%	50.6	25.6%	33.7%
2014/15	257	190.8	13.6%	74.5	39.1%	49.7%
2015/16	211	143.5	11.4%	23.7	16.5%	15.8%
2016/17	187	139.5	9.1%	7.4	5.3%	4.9%
2017/18	115	118.5	15.7%	83.3	70.3%	55.5%
<b>Total</b>	<b>1,305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

<b>Time</b>	<b>Av Odds</b>	<b>Est ROI Diff</b>
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**

	<b>Bets</b>	<b>Adv Odds</b>	<b>Betfair SP</b>	<b>Adv P/L</b>	<b>BSP P/L</b>
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 Sedgefield. 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.

# SMART BETTING CLUB MAGAZINE SAMPLE REVIEW:

## Winner Odds

*First published June 2019*

Winner Odds as this review outlines is a very high volume tipping service providing an outstanding level of profit, particularly in relation to betting bank growth since it began in 2016.

With quite a lot to unpack and explain – this review goes into great detail on the service, how it works and for whom it might be suitable. We also explore the underlying strategy, all aspects of performance to the 3 different metrics Winner Odds utilise and the availability of the odds advised on each tip.

It should be noted that this review was published in June 2019 and features analysis on results up to the end of April 2019. We continue to report back on the performance of Winner Odds in SBC's unique and member-only [Tipster Profit Reports](#).

*NOTE: All details, results and information inside this review is accurate as of June 2019, the date this review was first published.*

### REVIEW: WINNER ODDS REVIEWER: ROWAN DAY DATA ANALYSIS: MARK KEMP UNIQUE HIGH VOLUME TENNIS TIPSTER UTILIZING ARTIFICIAL INTELLIGENCE

NAME:	Winner Odds	EMAIL:	miguel@winnerodds.net
WEBSITE:	<a href="http://www.winnerodds.com">http://www.winnerodds.com</a>	TWITTER:	@winnerodds
BET DELIVERY:	Email/Website	COST:	€79/month; €69/month when subscribing for 6 months.
BET FREQUENCY:	20+ bets/day	SBC DISCOUNT:	€40 discount on your first payment

BET SUPPLY TIME:	GMT/Aus/NZ: No set time.
LANGUAGE:	English

BOOKMAKERS:	<b>Recommended:</b> Pinnacle, SBO, Bet365, William Hill, Ladbrokes, 888Sport
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### SERVICE SNAPSHOT

- Outstandingly high rate of bank growth – 1941% in 36 months;
- The 'Average User' can reasonably expect to hit an ROI of 8%+;
- Clear profit at Minimum odds is also very promising;
- High workload involved to exploit close to full profit potential.
- Extremely professionally run;
- Major Hall of Fame potential.

### INTRODUCTION

Winner Odds is a service with a difference. Covering tennis matches across the globe it provides around 1,000 picks per month, uses an online portal which feeds in live odds, and a Kelly Criterion stake calculator plus bet tracking/stats facility.

There is a lot to unpack as per this service and so this is a very detailed review, yet one we highly encourage you to take 15 minutes to absorb, especially those of you seeking an affordable tipster with very strong bank growth.

## SERVICE IN DETAIL

### Background

Miguel Figueres - a Spanish Civil Engineer and ex-poker player – is the founder and driving force behind Winner Odds. Having learnt about the application of Artificial Intelligence during his PhD studies, Miguel believed he could use AI to his advantage in the sports betting markets. In 2014 he started programming in MATLAB, a high-level computer language used for analysing data, developing algorithms, and creating models. In 2015 Miguel successfully put the model he had developed to the test in a live betting environment, rapidly growing his bankroll.

It was at this point that Miguel knew that he would soon have to face the quandary that all successful bettors must, i.e. what to do when the bookmakers started to restrict his accounts. One way to generate some consistent revenue from his hard work would be to share his predictions with others, and so Winner Odds was born:

**“I decided to create my own website to share the recommendations and contacted a team of four people; designers and programmers.**

**I had never followed a tipster before, so I was not influenced by concepts like "stake" or "yield". I created my own criteria to improve the methods by applying what I had learned in Educapoker\* (Minimum Success Percentage to bet all-in) and in Forex trading (optimize profit factor or profit/DD). So, I tried to optimize the Profit/Expected Maximum Drawdown ratio, and guarantee that by betting at Minimum Profitable Odds (MPO), you can still make a profit.”**

\*A Spanish website that teaches strategies for optimum poker play.

### Bet Delivery

There are a lot of tips put up by Winner Odds – frequently more than 20 per day – but specific odds are not quoted for each pick. Instead there is a live odds feed on the site which highlights when a particular player is at a value price – those that are at or above what they term as the Minimum Profitable Odds (MPO) – which is also known as ‘No Bet Under’.

Bet notification comes through to members via email, but to pick up the details of the selection it is necessary to log on to the website. The site clearly identifies potential bets – the MPO for backing them, and which bookmakers are offering prices that are greater than the MPO and which should therefore be taken. Here is a partial screenshot taken recently, which firstly shows that Katerina Siniakova is a value bet at the 2.50 offered by Paddy Power as it is above the MPO of 2.46

The second bet – that for Verena Meliss is only available at a best priced 1.25, and therefore is under the MPO of 1.273.

TOURNAMENT / DATE	PLAYERS	MINIMUM ODD	ODDS									
<b>ATP Roland Garros</b> France 03.06.19 11:00 	Katerina Siniakova	2.46	PADDYPOW 2.50 0€	BETFAIR 2.45	BET365 2.375	WILLIAM 2.375	PINNACLE 2.30	+				
	Madison Keys	1.772	1.533	1.56	1.571	1.571	1.68	+				
<b>ITF-W 25K Torun</b> Poland 03.06.19 15:15 	Laura Svatikova	99	3.75	3.50	3.30	+						
	Verena Meliss	1.273	BET365 1.25	PADDYPOW 1.25	BETFAIR 1.24	+						

In the above screenshot, I have a list of the bookmakers I utilise and you can modify the list of bookmakers on site so that the odds fed into the portal are entirely relevant to you.

If wishing to use the Kelly staking strategy recommended by Miguel, you can also enter your personal bankroll leaving the calculator to provide the exact stake to be risked on each individual bet appropriate to the odds available. The portal will update the bankroll automatically on the completion of each match that has been bet on, and record each bet struck plus the outcome. This allows for a statistical breakdown of an individual's betting record as it builds. It is an extremely slick and user-friendly piece of software.

Please note that many 'bets' come through at odds that are below the MPO baseline, and that it is up to the user to bet only on those that can be backed above the MPO with the bookmakers they have available to them. We asked Miguel how often he would recommend subscribers log into the site to check which bets are available at a value price:

**“We recommend our members log in every time they receive an email notification. If there is a reason that makes this not possible, it is enough to log in early in the morning, and in the evening, although the best hours depend on the season, as the matches (and the bookmaker odds) depend on the countries hosting the tournaments. “**

Miguel also provided us with a link to a tweet which shows the distribution of bets across each day of the week: [Pick Distribution](#) (if you open this link using Google Chrome, it will be translated from the Spanish). It is interesting to see that the majority of tips are issued between Monday and Thursday.

Winner Odds is not the cheapest of services. At €79/month or €65/month if committing to a six-month membership, we're looking at one of the pricier options in the market. Our analysis of results will dictate if the subscription cost represents good value or not.

There is a special €40 discount available to Smart Betting Club members on the cost of your first payment to Winner Odds for those of you keen to try the service out. Simply enter the coupon code **sb-wo** to enjoy this discount. This code can be used both with a monthly (€79-€40 = €39 for your first month) or biannual subscription (€390 - €40 = €350 for your first 6 months) and it is applied only to the first payment.

## SERVICE RESULTS



Before we start delving into the performance record too deeply, we need to first point out that there are three betting records provided by Winner Odds that we could explore.

1. **'First User'** – these are the best results and reflect the first successfully placed bet above the MPO by any Winner Odds customer. It would not be unreasonable for the odds taken on this bet as representing the 'advised price', although clearly it is quite possible that only one customer will have achieved these odds.

**Performance summary (level staking)**

Year	Bets	Stakes	P/L	ROI
2016	4663	4663.00	393.87	8.45%
2017	5033	5033.00	688.13	13.67%
2018	10362	10362.00	1020.39	9.85%
2019	3084	3084.00	277.33	8.99%
<b>Total</b>	<b>23142</b>	<b>23142.00</b>	<b>2379.72</b>	<b>10.28%</b>

2. **'Average User'** – the odds used to record this category's performance are those derived from the total stakes placed and the average price achieved by all Winners Odds clients.

**Performance summary (level staking)**

Year	Bets	Stakes	P/L	ROI
2016	4663	4663.00	313.12	6.71%
2017	5033	5033.00	589.17	11.71%
2018	10362	10362.00	803.59	7.76%
2019	3084	3084.00	235.54	7.64%
<b>Total</b>	<b>23142</b>	<b>23142.00</b>	<b>1941.42</b>	<b>8.39%</b>

3. **'Minimal Profitable Odds'** – the minimum acceptable price, below which customers are advised to refrain from backing as the value ceases to exist.

**Performance summary (level staking)**

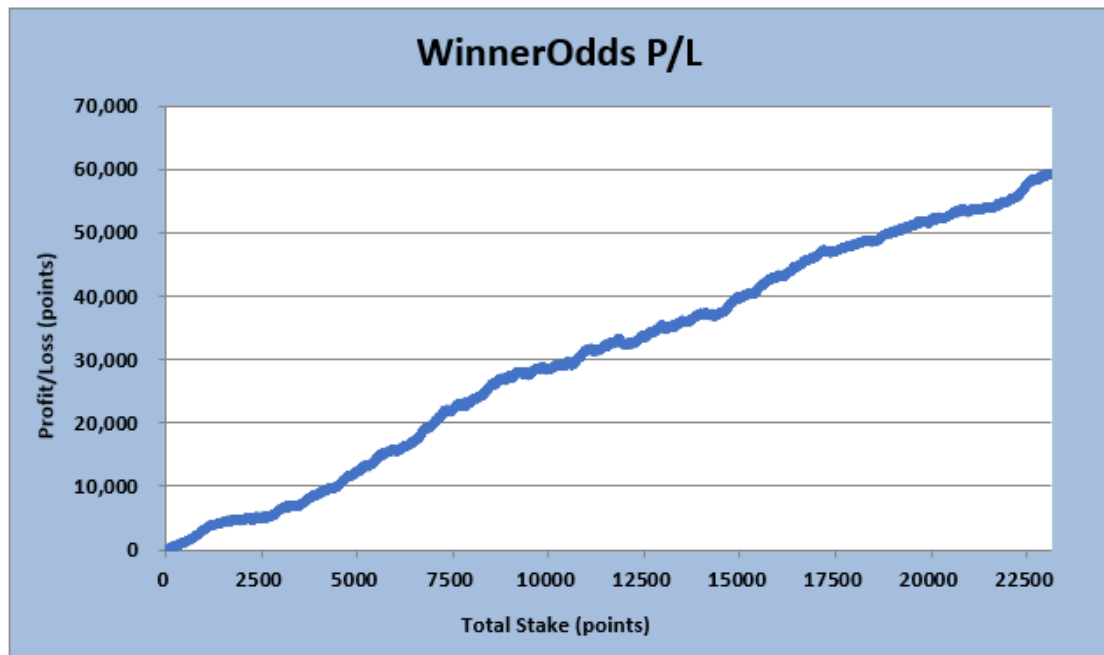
Year	Bets	Stakes	P/L	ROI
2016	4663	4663.00	29.04	0.62%
2017	5033	5033.00	266.42	5.29%
2018	10362	10362.00	288.99	2.79%
2019	3084	3084.00	70.37	2.28%
<b>Total</b>	<b>23142</b>	<b>23142.00</b>	<b>654.82</b>	<b>2.83%</b>

To summarize then, our data shows that the theoretically achieved ROI attained by Winner Odds followers is 10.8% over a 23,142 bet sample, the 'Average User' history shows 8.39%, whilst there is an ROI of 2.83% available at the MPO.

The 'Average User' price is we feel, the best one to take moving forward as it reflects what has actually been achieved by a fair proportion of the WinnerOdds customer base. For this reason, it is this category of results that we shall use as our base for further, more in-depth analysis.

However, it is important to pause for a moment to consider the profitability if backing all bets at the MPO price. That an ROI of 2.83% can be achieved at this price level has to be a huge tick for the efficiency of the WinnerOdds model. It also has practical implications for the follower, who can place bets that may have shortened from the advised odds with confidence knowing that the performance history shows they can still build a profit, provided they stay the right side of the MPO line.

On to the profit and loss graph, which is comfortably the most impressively smooth we've seen from any service we've analysed:



From 36 months of tipping, WinnerOdds has suffered just one losing month, and the longest losing run over the whole range of bets through that time period has reached only ten. These are remarkable figures, but perhaps not as remarkable as those we see when we come to look at the rate of bank growth – ROC - that WinnerOdds has achieved to date:

**Performance Summary (Level Stakes) Average User**

Year	Bets	Stakes	P/L	ROI	ROC
2016	4,663	4663	313	6.71%	313.1%
2017	5,033	5033	589	11.71%	589.2%
2018	10,362	10362	804	7.76%	803.6%
2019	3,084	3084	236	7.64%	235.5%
<b>Total</b>	<b>23,142</b>	<b>23142</b>	<b>1,941</b>	<b>8.39%</b>	<b>1941.4%</b>

It is the ability to churn over a bankroll at a rapid rate through the issuing of such a high volume of bets that is WinnerOdds' unique selling point, for this translates directly into an astonishing rate of growth.

**Staking**

Looking at our data, it became immediately apparent that performance to level stakes is comfortably outperforming that to advised stakes:

Our performance summary table for WinnerOdds at level stakes (see above) showed an ROI of 8.39% achieved. We can see from the table below, which summarizes performance attained from utilizing the Kelly staking approach recommended by Miguel, that the ROI achieved is 6.11%:

**Performance summary (advised staking - Kelly)**

Year	Bets	Stakes	P/L	ROI
2016	4663	183483.36	10992.24	5.99%
2017	5033	266319.04	17649.62	6.63%
2018	10362	406269.24	23621.03	5.81%
2019	3084	115264.27	7125.44	6.18%
<b>Total</b>	<b>23142</b>	<b>971335.91</b>	<b>59388.33</b>	<b>6.11%</b>

We asked Miguel for his thoughts, and despite the respective ROI figures he prefers to use the Kelly criterion as it reduces the level of risk:

**I don't think it is outperformed from a profit/risk point of view. Using level staking results in a higher yield, but also a much higher risk, in case we choose the bet size of the level staking that produces the same profit than advised bet size (<https://www.winnerodds.com/blog/level-or-percentage-staking-from-a-reward-risk-point-of-view/>).**

The merits of backing at level staking vs Kelly staking could be debated all day and that is not the purpose of this review, however it is worth being aware of the differences at play. There is lots of material on staking available at the WinnerOdds website to read if this is of interest to you.

**Odds Banding**

Almost a quarter of all bets issued by WinnerOdds have been at prices of 1.25 or lower, which traditionally many will have seen as prohibitive. However, the data shows that they are profitable, albeit running at a lower ROI than those bets given at higher odds:

**Odds banding (level staking)**

Band	Bets	Stakes	P/L	ROI
Under 1.25	5664	5664.00	262.60	4.64%
1.25-1.43	4781	4781.00	356.90	7.46%
1.44-1.69	4466	4466.00	330.62	7.40%
1.7-2.24	4349	4349.00	320.81	7.38%
Over 2.24	3882	3882.00	670.49	17.27%
<b>Total</b>	<b>23142</b>	<b>23142.00</b>	<b>1941.42</b>	<b>8.39%</b>

The 17.27% ROI gained from bets at a price of 2.25 or higher looks something of an anomaly, but 3,882 bets is a fair-sized sample from which to look for evidence that can be relied upon.

**Tour/Competition**

Professional tennis is split into two distinct levels across both the men's and women's sport. The ATP and WTA tours represent the top level with their tournaments being contested by the highest rated players in the game, with the ITF and Challenger tours ranking just below.

It is clear that the lower-ranked tournaments are the source of greater profit for WinnerOdds:

### Tour, Series, Championship (level staking)

Band	Bets	Stakes	P/L	ROI
ITF	14688	14688.00	1391.84	9.48%
Challenger	3612	3612.00	284.22	7.87%
ATP	2664	2664.00	129.76	4.87%
WTA	2107	2107.00	141.07	6.70%
<b>Total</b>	<b>23071</b>	<b>23071.00</b>	<b>1946.89</b>	<b>8.44%</b>

This perhaps, is not too surprising. The players contesting the ITF and Challenger matches are largely unknown to the non-tennis aficionado, and their merits and form likely to be much harder for the bookmaker's trading teams to assess accurately.

Bookmakers know this and therefore it is reasonable to expect that getting a bet matched on an ITF or Challenger player compared to a ATP or WTA will be more difficult. The lines on these smaller tournaments will move quicker and be more wary of 'sharp' money.

### BETTING BANK

Considering the immense size of the dataset of over 23,000 bets, the largest drawdown experienced to date is a remarkably low 45 points if using level stakes.

There have been four other instances of a 30-point drawdown being reached, and 15 occasions on which a drawdown exceeded 20 points.

We are recommending a 100-point bank if backing to level stakes and looking to achieve the 'Average User' prices. This is the case whether using a level stakes strategy or the Kelly staking methodology.

### DEEPER BETTING BANK, STAKE & RISK ANALYSIS

Working with our new team member, Mark and as part of a deeper set of analysis, we have published some more advanced statistics that we appreciate some of you might find of note.

These calculations are based on a series of Monte Carlo simulations we ran for WinnerOdds, which in their basic form allows you to recreate the WinnerOdds bet profile (for example strike-rate and average odds) many thousands of times. This is useful as it takes matters beyond just simply looking at their live record and to get a better sense of the likelihood of certain losing runs and how they stack up from a 'risk' perspective.

#### 99<sup>th</sup> Percentile Drawdown: 51 points

This calculation indicates there is a 1% chance of a losing run of 51 points in any given year to the current staking plan as an 'average user' from Winner Odds. It is useful as should a drawdown exceed this figure, it indicates there is a problem or change in the service to be aware of.

#### 50<sup>th</sup> Percentile Drawdown: 19 Points

This calculation indicates there is a 50% chance, i.e. even money, of a losing run of 19 points in any given year to the current staking plan. Should you follow for 2 years, you should expect to suffer a drawdown of around 19 points at some stage.

#### 50% Bankroll Drawdown: 98<sup>th</sup> Percentile

Assuming a bankroll of 100 points, this calculation indicates you would expect a 50 point (i.e. 50%) drawdown to not be experienced in 98% of years, meaning it would be in 2% of years.

**Likelihood of a losing year: 1.93% (1 in 51.9 years)**

A self-explanatory calculation indicating you will make a loss on average once in every 51.9 years. Conversely the chance of a winning year is 98.07%.

**Risk Reward Ratio: 15.899 (EXCELLENT)**

This calculation takes the average annual profit and divides it by average annual drawdown to give an output that evaluates the risk in following versus the reward. The higher the better.  
*Scale: Poor <1, Average 1 to 1.5, Strong 1.5 to 2 and Excellent 2+*

**Capital Risk Ratio: 29.17% (EXCELLENT)**

This is a useful calculation that indicates the maximum drawdown expressed as a % of the recommended bank size. It indicates the average level of risk. The lower the better.  
*Scale: Poor >66%, Average 50%-66%, Strong 33%-50% and Excellent <33%*

**ODDS TRACKING**

To gauge the availability of the odds quoted by WinnerOdds, we tracked the price movements on all bets issued between 6<sup>th</sup> February and 20<sup>th</sup> March 2019. Because of the intense nature of the service in terms of the number of picks issued, we adopted a ‘random sampling’ methodology. In essence, this meant we took approximately five bets per day, each one chosen at random, and tracked the odds movements on this smaller sample.

Our testing compared the advised odds against those available from a panel of bookmakers consisting of Bet365, Paddy Power, Pinnacle and SBO Bet, in addition to the exchanges Matchbook, Betfair and Smarkets. The odds were noted at the time bet notifications were received, 15 minutes later, and at 60 minutes following release.

**Odds tracking results**

	Ave Odds	P/L	ROI	ROI Diff
Advised	1.861	(8.45)	(3.89%)	
Received	1.762	(9.55)	(4.40%)	(0.51%)
+15 Mins	1.755	(9.64)	(4.44%)	(0.55%)
+60 Mins	1.791	(9.20)	(4.24%)	(0.34%)

The table above tells us that the chance of members being able to replicate the ‘First User’ prices is negligible, with a 0.51% drop in ROI from the advised price even when betting immediately upon bet receipt. We see a further small drop in price 15 minutes later, before something of a bounce back after 60 minutes.

Our exercise also showed that Bet365 was the ‘go to’ bookmaker, offering the best price for over 50% of the bets if betting at time of release, or after 15 minutes, or after one hour:

**Odds tracking results (best price)**

	Received	+15 Mins	+60 Mins
Bet365	54.6%	52.9%	50.4%
Paddy Power	15.9%	14.7%	14.6%
Pinnacle	27.0%	25.3%	27.9%

SBO Bet	8.7%	7.1%	7.1%
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## USE OF THE EXCHANGES

Can a WinnerOdds subscriber utilize the betting exchanges to follow the service effectively?

It was interesting to note that from our odds tracking exercise that at the time of bet receipt, the best Exchange price available (from Matchbook, Betfair and Smarkets) exceeded the best available bookmaker price just 18.1% of the time. 60 minutes later, this fell to just 13.9% of bets:

### Odds tracking results (bookmaker v exchange)

	Received	+15 Mins	+60 Mins
Bookmaker	81.9%	83.8%	86.1%
Exchange	18.1%	16.2%	13.9%

What these figures tell us is that the exchange prices are more susceptible to erosion than those offered by the bookmakers, but do they mean that someone with highly restricted or zero access to online accounts simply can't make a profit from WinnerOdds using the exchanges?

Perhaps not. As we've seen, WinnerOdds issues an extremely high number of bets – an average of around 20 each day. From our odds tracking data, we found that the Exchanges are offering the highest price available (net of maximum commission) for between 1-in-5 to 1-in-6 bets.

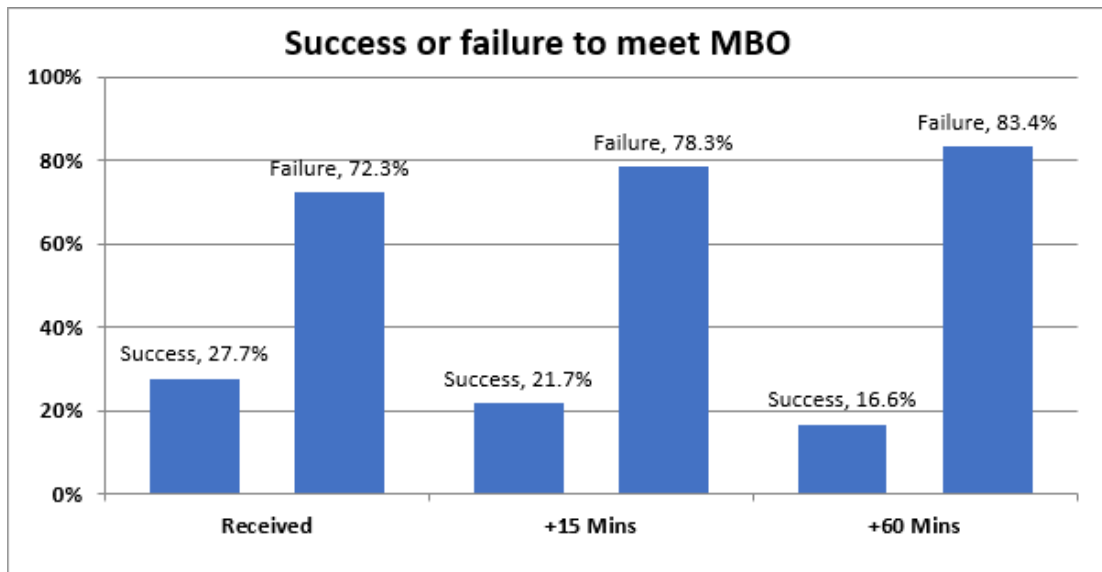
Over a typical week, this means that Exchange users are securing the best available price on somewhere between 25 and 35 bets, which is more than enough turnover to generate a useful rate of bank growth. Note too, that this exchange turnover is based exclusively on a follower obtaining the best price available to strike a bet; the fact is that more bets would be available above the MPO price and which therefore can be taken with the expectation of making a long-term profit.

The only factor that might count against using the Exchanges is that with so many of the WinnerOdds bets sourced from within the smaller ITF/Challenger Tours, a lack of liquidity may sometimes be an issue.

## SERVICE PRACTICALITY

David, our odds tracker, raised an issue as a result of observations he made during his price recording exercise. He noticed that a large portion of the bets advised were at a price below the cut-off Minimum Profitable Odds point. From the sample of 217 bets that David recorded, only 62 were at a price that could be backed at a price above the MPO.

The percentage of those selections that could still be backed above the MPO 15 minutes later is lower still as the prices begin to erode, and after an hour only 16.6% of bets still held "value":



These figures may well represent a source of frustration for members who discover that they can only place a relatively small proportion of the bets that come through, at an appropriate price level. This issue would also be more acute for those members who can't strike their bets with speed as soon as the bet details are received.

Our feeling is that this is not an insurmountable problem in that there are still plenty of bets that can be struck and from which strong bank growth can be achieved. WinnerOdds is typical of a very high turnover/high bank growth service in that there is plenty of upside available but only for those who are prepared, and who are able, to put the requisite work in. An ability to log into the site three or four times a day is imperative. Do this, and there are plenty of betting opportunities to exploit where you can strike your bet at a price above that all important MPO level, a good proportion of which will be significantly higher than that baseline price.

That's not to say there aren't areas that if tweaked a little by WinnerOdds, the user experience could be improved. As David puts it:

**I cannot see the point on sending a "prediction" when the minimum odds requirement is not met by the sportsbooks on offer. I would think that if Pinnacle, William Hill or Bet 365 are not above that figure, it would be difficult to find a match elsewhere.**

**It would also be more user friendly for the email to have the details of the minimum odds required, and finally, when a "prediction" is issued, you go to the website to find the selection. It would be very helpful if that entry was either at the top or the bottom of the page, to help it be found more quickly.**

These are small points however, and we certainly don't want to detract at all from the overall professionalism of the service and the website.

#### SERVICE IN SUMMARY

WinnerOdds is an extremely professional service. The portal it uses to highlight potential bets is very easy to use. Miguel, who runs the service, has been exemplary in his dealings with us, with no question too much trouble for him to answer fully and promptly.

All this aside though, there is one absolute stand out factor – profitability. The rate of bank growth, whether using level staking or the service’s preferred Kelly strategy, is outstanding. We’ve seen ROC figures the like of which we’ve not seen before from any other tipping service and the output from our Montecarlo simulator highlights the risk reward and capital risk as truly excellent. Over a large sample of bets, the model has proven itself in its ability to identify value in the tennis markets. That is without doubt.

If you’re sensing a ‘But’, well it really is only a small one. The profit is there for a WinnerOdds subscriber to grab for themselves, but there is a price to pay in terms of the time and effort needed to exploit the potential. Ideally you would be able to log in to the site every hour through the day to maximize profit by jumping on as many of the betting opportunities the model identifies as you possibly can. At the very least, you need to be able to log in three or four times each day and be prepared to place a high number of bets.

Long term, there are always going to be issues around keeping your online accounts open and viable. The ITF and Challenger events are not the most robust of markets, but they are the source of the majority of the bets and indeed of the profit. How accommodating the UK books will remain to you profiting from these markets for any length of time, who knows, although a lot of your bets will be at short odds so hopefully the restrictions will not bite too quickly. For those of you able to use the likes of Pinnacle and SBO Bet, this is not an issue, and as previously discussed we do feel there is some potential in using the Exchanges too.

WinnerOdds isn’t the cheapest service out there, but as for much in life, you get what you pay for. In this instance, what you get for your money is highly impressive indeed.

This is a service with very strong Hall of Fame potential – we will be reporting back on this in the very next Tipster Profit Report.

## SERVICE RATINGS

Returns: 4/5.

Risk: 3.5

Cost: 2.5

Transparency: 4.5

Odds Availability: 3.5

Suggested portfolio weighting: 3

Customer service: 5

Overall: 3

Patience: 12 months

Rating: Speculative Buy

Betting Bank: 100 points



## 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 14 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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