



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 a number of past reviews and articles that reflect what you can expect as a full Smart Betting Club member.

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.

Save & Make Money - Join Today!

Join Now »

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 13 year back catalogue** full of past reviews, features and profitable betting advice.

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



JOIN TODAY AND IF FOR ANY REASON UNHAPPY WITH OUR SERVICE, CLAIM YOUR MONEY BACK IN FULL WITHIN THE FIRST 90 DAYS OF SUBSCRIPTION.
NO QUESTIONS ASKED!

YOU CAN **WIN** USING TIPSTERS

SMART BETTING CLUB MAGAZINE SAMPLE REVIEW:

The Value Bettor

FIRST PUBLISHED MARCH 2018

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

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

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

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

REVIEW: THE VALUE BETTOR

REVIEWER: ROWAN DAY / DATA ANALYSIS: NICK WARD

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

BET SUPPLY TIME:	GMT: 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. Aus/NZ: Range from early morning (5.00-6.00am) to early/mid evening.
LANGUAGE:	English Not essential to follow efficiently.

BOOKMAKERS:	Recommended: 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 1st 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 1st 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:

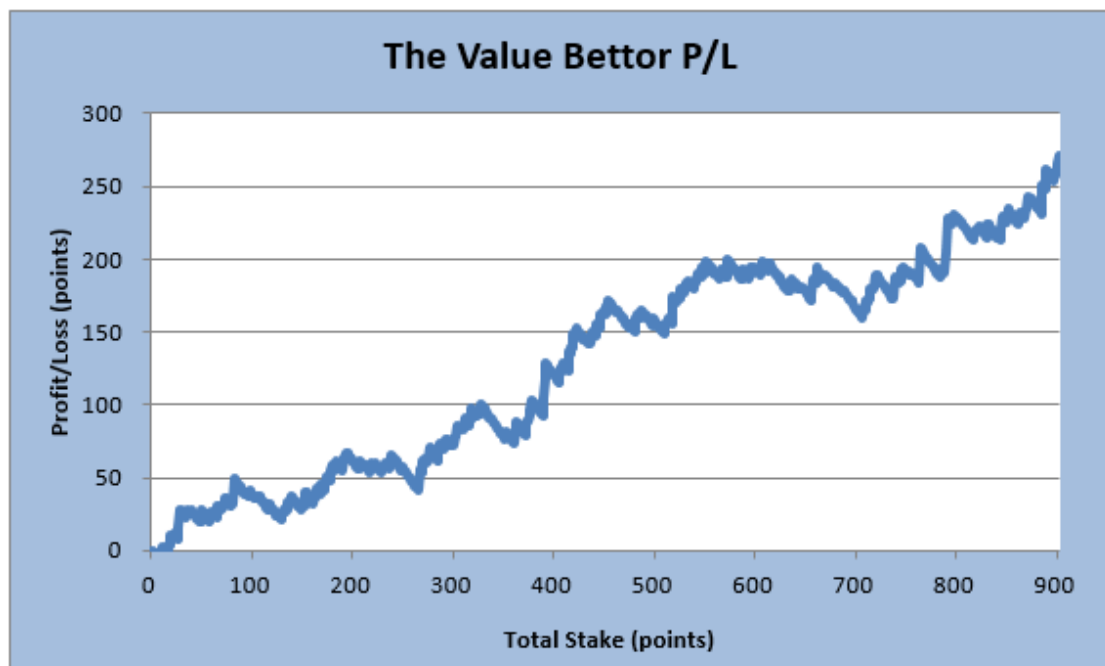
Performance Summary

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%
Total	1,305	608.5	12.1%	213.7	35.1%

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

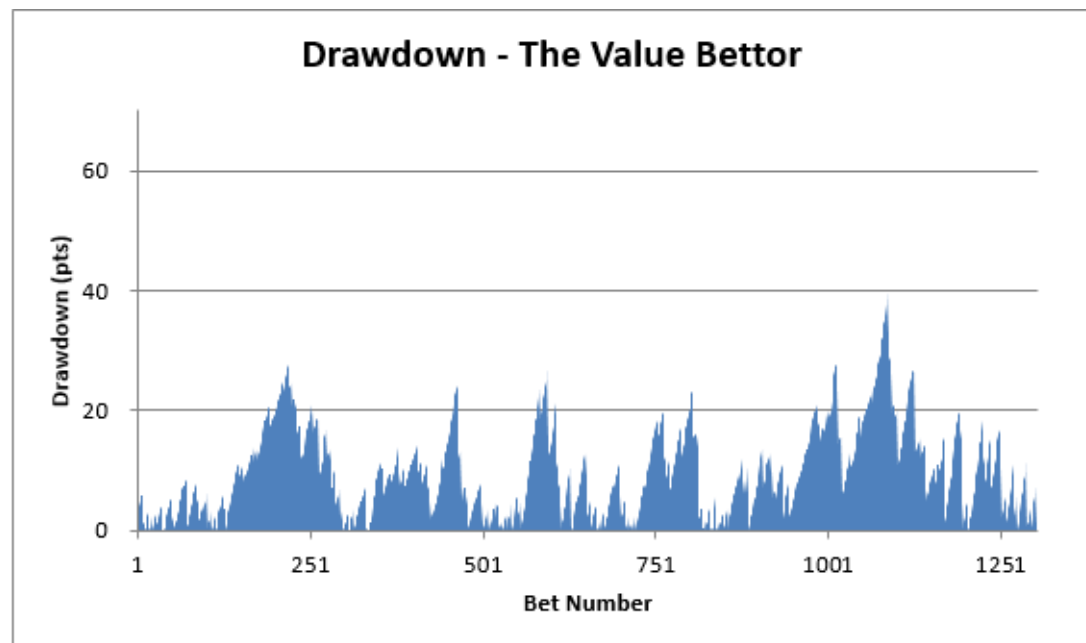
Season	Bets	Stake	Strike Rate	P/L	ROI	ROC
2012/13	183	112.3	12.0%	31.9	28.4%	21.3%
2013/14	352	198.0	11.9%	50.6	25.6%	33.7%
2014/15	257	190.8	13.6%	74.5	39.1%	49.7%
2015/16	211	143.5	11.4%	23.7	16.5%	15.8%
2016/17	187	139.5	9.1%	7.4	5.3%	4.9%
2017/18	115	118.5	15.7%	83.3	70.3%	55.5%
Total	1,305	902.5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

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

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

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

MAXIMIZING RETURNS

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

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

Advised Bet Type

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

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

Advised Bet Types

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

Handicap vs Non-Handicap

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

Handicap Comparison

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

UK vs Irish Racing

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

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

Country

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

Festivals

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

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

Festivals vs Other Racing

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

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

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

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

Saturdays vs Other Days

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

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

ODDS AVAILABILITY & USING THE EXCHANGES

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

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

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

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

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

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

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

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

Betting Exchanges

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

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

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

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

Exchange Testing Summary

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

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

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

Betfair SP

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

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

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

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

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

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

Alternative Staking Options (Win only level stakes)

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

TAKING THE HOLISTIC APPROACH TO THE VALUE BETTOR

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

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

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

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

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

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

SERVICE IN SUMMARY

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

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

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

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

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

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

SMART BETTING CLUB MAGAZINE EXTRACT: THE PUNTER THAT MADE \$1M WITH TIPSTERS

EXCLUSIVE SBC INTERVIEW - ASKING THE QUESTIONS: SBC'S PETER LING

As an SBC member, you can also enjoy access to our regular interviews with a wide range of successful bettors – each of whom outline their own, unique approach to making betting pay.

One example of this is the detailed interview I was granted with one SBC member - Billy McPherson, who has enjoyed significant success following tipsters, making \$1m betting using in a 5 year period.

A quarter of these profits he attributed to Smart Betting Club rated football tipsters, with the remainder coming from a variety of other sports and sources – some of which he revealed in this interview.

This interview also makes for fascinating reading for those of you **unable to bet on horse racing** because as Billy outlines, he doesn't follow the sport. Instead he concentrates on the likes of Football, NFL, NBA, Golf & Tennis for his success.

Alongside my own questions, several SBC members also put forward their own questions for Billy, which he answers throughout this interview.

HOW I MAKE MONEY BETTING: BILLY MCPHERSON

AN INTERVIEW WITH SBC EDITOR PETER LING

SBC: Hi Billy, thanks for agreeing to be interviewed. Firstly, can you tell me a little bit about yourself and where you are based?

Billy: I am 52 years old. In my previous life, I was an oil trader for a large and very well-known bank. I left the firm around 15 years ago as I wanted a life with lower stress levels, and became a trader working from home using my own capital.

How does being based abroad impact your betting and the tipsters you follow?

Being based outside the UK, there is obviously a smaller choice of bookmakers due to regulations, and it is full of unmonitored tipsters which creates a big challenge in trying to find reliable and credible tipsters.

How exactly did you get started following tipsters and how long has it taken to build up to your current staking/profit levels?

My full time profession is trading the stock market. I believe any investor should have a diversified portfolio, so I decided to create a sports investment portfolio over a decade ago, and allocated a 20% stake of my capital to this portfolio. At the beginning of each year, I reallocate my portfolio, and I place anywhere from 1% to 4% of my portfolio on my bets depending upon the sport and the tipster.

It's a popular question and one posed by David and George to name just two SBC members. Can you reveal the names and identifies of the tipsters you follow?

The tipsters I follow that SBC track are Football Investor (Combo), AH Edge (Jon Roberts), Football Elite, and Football Value.

How about tipsters that we don't track here at SBC? Are there any you recommend and are willing to name?

A few of the non-SBC tipsters I would recommend are Swingform (UK based golf service), MG Tennis Tipster (European based tennis service), and AFLTipstar an Aussie Rules Football service on Twitter which is currently a free service to follow. All three of these services have performed admirably for me and are a core of my portfolio.

You don't follow any racing tipsters. Is that due to your location and the difficulties of betting on the sport or more a factor of the issues of bookmaker restrictions/closures on the sport?

I do not follow any horse racing tipsters, as due to where I am based, I know of only one bookmaker offering UK horse racing, and prices are settled on Tote payouts, so not of interest to me.

Are you happy to share some of the performance standards achieved by the tipsters we don't yet track here at SBC?

My best performing ROI service is the golf tipster Swingform I mentioned previously with a ROI of just under 15%, however with the nature of large priced winners, a very patient long term strategy must be applied.

My best performing overall tipster isn't a tipster but a source in a Las Vegas sports book, whose acquaintance I made over 5 years ago, so I wish him to remain nameless for obvious reasons.

I am currently monitoring the Golf Monthly tipster, Tom Clarke who is now in his second season, and to date has an outstanding record, so this is one I will be considering adding next year.

Do you have any preference for the type of tipster you like to follow?

I will only follow a tipster that has a long track and verifiable record. I do not like tipsters that release bets within an hour of a game starting.

In your first interview, you described how you follow an extensive portfolio featuring 22 tipsters across several sports. Have you deliberately chosen as wide ranging a group of sports as possible to bet on or is it just a case of following any tipster that meets your requirements?

As a diversified investor, I believe this is important to any long-term success. Having all your eggs in one basket is never ideal, and as a stock market trader, asset allocation is important. This is the main reason for the wide range of sports I invest in.

Do you place every tip as it comes in? If not, what do you do if the odds move? Do you work to strict minimum value odds criteria?

Most of the tipsters I follow release picks while I am sleeping due so many times I am placing bets many hours or even the following day after release. Most markets are very liquid. With regards to odds movement, I have a strict criteria I follow with regards to placing bets. It is not uncommon though for odds to move in my favour too, especially when betting on totals.

How do you select the type of tipster you follow? Aside from using the SBC analysis of course on the tipsters we review!

SBC does all the hard work, and it is fairly easy to decide what tipsters to consider. I prefer low volume tipsters over a tipster that releases 10-20 selections a day. Of course, following many tipsters, mean I am a high volume trader, but the diversification is important to me. Following a tipster where odds move quickly after release is not my cup of tea, so I do not follow this type of tipster.

This is one reason I like the SBC football tipsters that I follow, as they release bets on Thursday or Friday and I like to wait until Saturday to place these bets as odds are normally better than when released, as the public loves to bet favourites and most of these selections are underdogs.

Another member, George, asked how do you identify and choose those tipsters that are not yet covered/reviewed by us here at SBC?

This used to be very much a trial and error process. With no regulation, there are many services with records that cannot be substantiated. This has changed in the past few years, where many tipsters release their plays once game starts so in effect you can follow and paper trade these tipsters to see how successful these tipsters really are. Whilst this can be time consuming, it is possible to identify successful tipsters.

How often do you review your tipster portfolio and add in new services?

I review my portfolio annually, and may consider a new service. For example, this year I have added one new service.

On a practical level, how do you juggle following so many tipsters?

I dedicate 2 hours per day to my sports investment portfolio. This amount of time allows me opportunity to access the bets, check for best available odds, and place bets, and log them into my spreadsheet to enable easy analysis of sports, and tipsters themselves.

Do you ever take holidays or breaks from following tips? If so, do you switch off entirely or continue to bet when 'away'?

I take holidays each year. Trading and sports betting in Summer months is much quieter, so our summer holiday will be time taken out of trading or sports betting. It is important to take time off, and relax and spend time with your loved ones. Betting should be investing and not an addiction.

How do you deal with bad runs and losing form? At such high stakes, do you find it adds more pressure?

I follow a strict money management system, never chase losses, and appreciate that there will be losing runs. I do not get stressed, and know that this is inevitable and wait and am patient as I know the tide will turn.

What's the biggest loss you have experienced, what happened and how did you deal with it?

Earlier this year, I lost nearly \$30,000 in a week. Was just a week where Lady Luck was not on my side. By following a strict money management practice, whether you have a bank of \$1,000 or \$100,000 is immaterial, adhere to your rules and never chase losses.

Do you watch games/races/matches of the bets you place? If so, how do you deal with the 'emotion of betting'?

Not very often. I will watch my favourite teams play.

Do you keep records of your bets? If so, how detailed are they?

Yes. This is a must. I have a detailed spreadsheet which tracks all bets, sports, tipsters, and type of bets. This is essential for analysing the entire portfolio.

You previously revealed that you look for at least a 5% ROI from any tipster and make 'adjustments to the selections they provide to meet my own criteria'. Can you explain more as to how this works?

Let's say a tipster releases a bet on a NBA game where it is to bet the Over 200. If the line moves to Over 202 it will be a non-bet for me. If the total line moves by more than 1.5 points it is no longer a bet. However sometimes, the line moves by 3-4 points in my favour. In this instance, I will increase my bet size from 2% to 3% for example as the value has increased.

You turnover more than \$5m a year betting – what is an average stake for you?

My average stake will be between \$500 and \$1500 depending upon the sport. Golf ante-post bets are much smaller ranging from \$25 to a maximum of \$500.

Do you set aside individual betting banks for each tipster or do you follow from one bank?

No, I follow from one bank.

Michael asked about your staking plan and how/when you make staking adjustments?

I stake from 1% to 4% of portfolio per bet depending on sport and odds. I never change staking plan during a season.

Tom asked 2 questions, firstly about which bookmakers you use to place your bets? Are there certain firms you use more than others?

I use 10 different bookmakers, but the majority of bets are placed at 5Dimes, Heritage Sports, Betonline and Bookmaker.

Tom also wondered if you had suffered account restrictions and if so, how have you managed this or prevented it from happening?

No, this has never been a problem. Many of my bookmaker accounts accept bets of more than \$10,000 and up to \$50,000 on a NFL game, so my bets are quite small in comparison.

Finally, George asked what advice you had for novices keen to repeat your success?

As I have already said, follow strict money management, and never chase losses.

SMART BETTING CLUB MAGAZINE SAMPLE REVIEW:

Wisdom of Crowds

First published July 2018

The 2nd sample review for you to enjoy in this magazine comes courtesy of our look at the automated football tipping service – ‘Wisdom of Crowds’.

Tips from this service are derived from comparing live market odds to a well known methodology also called the Wisdom of Crowds with the goal of making a 5% Return on Investment (ROI) long-term. Bets can only be placed via Bet365 and best of all can be done so using an automated bet placement service called ‘Smartbet’.

Its very easy to follow this method – all you need is to set it up with Smartbet and connect it to your Bet365 account (we explain how in this review). The cost to follow is 2% of the expected 5% ROI figure.

In this review we explore all aspects of the service from the theory behind it all, to the practical application of actually following it in with Bet365. This section comes courtesy of our Smartbet tester, Henrik.

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

The latest performance figures for Wisdom of Crowds method can be found via SBC’s member-only [Tipster Profit Reports](#).

REVIEW: WISDOM OF CROWDS

REVIEWER: ROWAN DAY, PETER LING & HENRIK J/ DATA ANALYSIS: NICK WARD

FOOTBALL, TENNIS AND BASKETBALL PICKS – WITH A DIFFERENCE

NAME:	Wisdom of Crowds	EMAIL:	bettingiscool@icloud.com
WEBSITE:	https://smartbet.io/topics/view/208/bets4value-professional-tipster-products	TWITTER:	n/a
BET DELIVERY:	Automatically placed via Smartbot	COST:	2% ROI
BET FREQUENCY:	Approx. 400 bets/month	SBC DISCOUNT:	n/a

BET SUPPLY TIME:	GMT:.n/a Aus/NZ: n/a
LANGUAGE:	English

BOOKMAKERS:	Recommended: Must have Bet365 account
-------------	--

SERVICE SNAPSHOT

- Bet365 only automated football tipping service
- Based on profitable football betting value concept
- Excellent ROC figures since October 2017
- Real-life testing showcases strong potential of service
- Works well with Smartbet bot software

INTRODUCTION

Every now and then a service emerges that is completely different to anything that has come before. Whether that be mode of bet selection, method of bet placement, or the use of new technology, there is something that sets it apart from the crowd.

This is certainly the case with Wisdom of Crowds (WoC), which approaches tipping and bet placement from a very different angle to most. It will not be for everyone, as you will see as you read on, but for someone with both the resources to make WoC work financially, and who has the necessary tools available to them, then this is a fascinating service.

THE CONCEPT

Wisdom of Crowds is a well-researched and documented methodology that uses 'efficient market hypothesis' to identify value in the football betting markets.

If you wish to read more about the principles and laws of the Wisdom of Crowds concept, then [this link](#) will take you to a PDF written by well-known betting author and mathematician, Joseph Buchdahl. If you intend to read Joseph's 20-page publication, then be prepared to get your 'mathematical head' on. If you would rather cut to the chase, then in the very broadest of layman's terms, Wisdom of Crowds is adequately explained by our old friend Wikipedia:

"The wisdom of the crowd is the collective opinion of a group of individuals rather than that of a single expert. A large group's aggregated answers to questions involving quantity estimation, general world knowledge, and spatial reasoning has generally been found to be as good as, and often better than, the answer given by any of the individuals within the group."

For the selection purposes, the WoC betting service uses Pinnacle's prices as the 'crowd' and those prices are used to calculate true odds.

Responsible for bringing the WoC service to the betting public is Chris Baier. Here is Chris's explanation as to how the true odds are calculated and at what point a bet is recommended:

"True prices are derived by removing the book's margin + adjusting for the favourite-longshot bias. Those true prices are then compared to Bet365 prices and once a 5% threshold is exceeded a bet is triggered...bets are issued on a 24/7 basis."

Those last words may have you raising an eyebrow. How is it possible to follow a service that issues bets around the clock?

SMARTBET

To utilise the WoC method, you need access to the [Smartbet bot](#) – a product we have featured in past reviews here at SBC.

For those not familiar with Smartbet, it describes itself as being a "betting automation platform for players and tipsters". In essence, it is software that once subscribed to, will place your bets for you automatically, as soon as certain criteria have been met.

So, in the case of WoC, once a 'true price' is compared to Bet365 prices and a 5% margin between the two established, the software will automatically place your bet to your predetermined stake. In other words, you don't place the WoC bets manually, which when

bearing in mind there are approximately 400 bets per month coming through at all times of day and night, is something of a blessing.

THE NEED FOR A BET365 ACCOUNT

It's important to note that the Smartbet software links directly to your Bet365 account, and **only** your Bet365 account for the purposes of following WoC.

Better prices on picks may be available elsewhere but, shopping around for prices completely negates and makes redundant the automaton that is the software. If you don't have access to a Bet365 account, then simply this is not a service for you. It is important to recognize this simple fact.

This one-book strategy does open itself up to potential issues. What happens if and when Bet365 restrict or close your account? What are the limits on stakes being placed on a large number of bets with just the one book?

Here is what WoC operator Chris had to say:

"Following with just one account would create a monthly turnover of approx. €5,000.00 IF the max allowed is staked for each bet. At 3% this would yield a profit of €150 monthly (all costs deducted). The big benefit is the full automation and the service is thought as a long-term investment, which would enable followers to feel somewhat emotionally detached from the ups & downs that come along with it.*

I would highly recommend using and leveraging restricted accounts as following the service will inevitably result in an account restriction within a couple of days. No point in wasting a fresh account. Almost all clients currently follow with multiple bots (up to 10) and restricted accounts in order to create a decent monthly turnover."

Bets are only recorded as an official selection if at least one customer bot is able to get on at the advised price. The vast majority of the time all bots will be able to place the relevant bets as Bet365 has not been seen to cut prices immediately after the bets have been issued. You will be able to read more about this in the 'User Experience' section below.

**We will explore this assertion of a 3% expected return shortly, and what it means for a potential subscriber.*

SERVICE RESULTS

So, we've seen the concept of WoC and the use of Smartbet, and the principles behind bet selection and how the service works on a practical level...but what about the results?

Well, an ROI of 5.8% attained from 3,766 bets is not at all shabby as the breakdown in performance since October 2017 attests:

Performance Summary

Month	Bets	Stake	Av Odds	Strike Rate	P/L	ROI	ROC
Oct-17	108	1,080	3.80	25.9%	-29.8	-2.8%	-3.0%
Nov-17	497	4,970	3.91	29.6%	812.4	16.3%	81.2%
Dec-17	421	4,210	3.97	26.4%	21.6	0.5%	2.2%
Jan-18	329	3,290	3.91	26.7%	297.7	9.0%	29.8%

Feb-18	338	3,380	3.92	25.7%	119.5	3.5%	12.0%
Mar-18	500	5,000	3.98	26.2%	170.3	3.4%	17.0%
Apr-18	742	7,420	3.92	27.5%	924.5	12.5%	92.5%
May-18	640	6,400	4.03	24.2%	-5.7	-0.1%	-0.6%
Jun-18	191	1,910	4.00	26.7%	-107.4	-5.6%	-10.7%
Total	3,766	37,660	3.95	26.6%	2,203.1	5.8%	220.3%

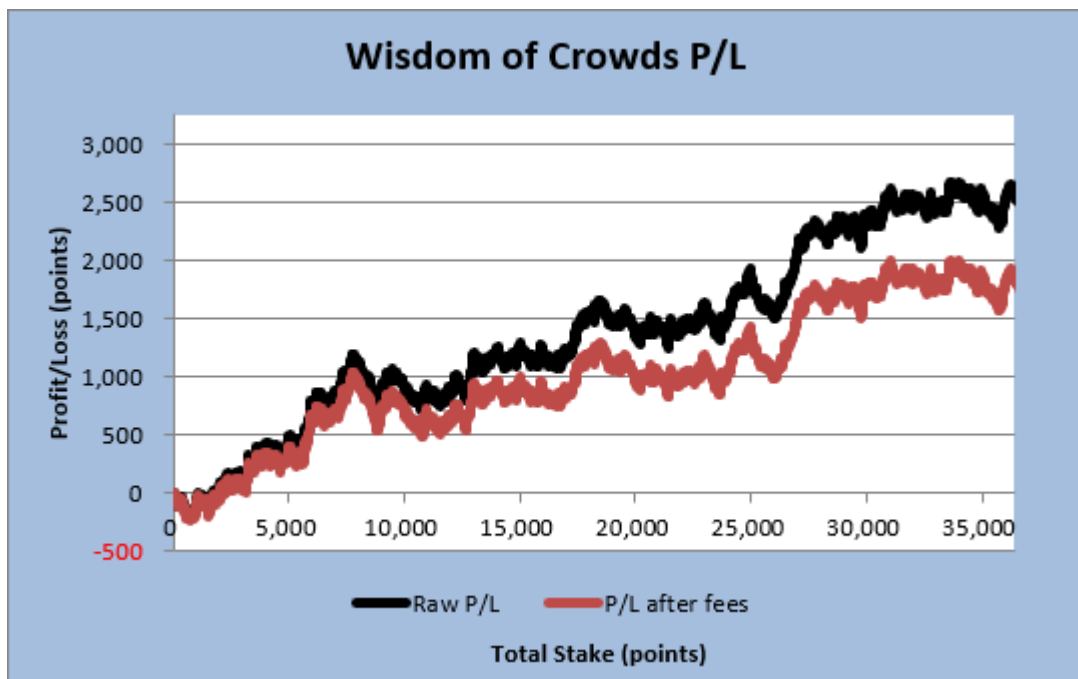
These results are based on performance obtained via Bet365 and using Smartbet, although the 5.8% ROI will in reality be lower due to the fee structure of the service.

THE IMPACT OF FEES AND EXPECTED PROFIT LEVEL

WoC's fee structure is a little different to most tipsters. To join you will pay a fee of 1% of your stake for the Smartbet software, and a further 1% for the service itself. Effectively you need to deduct 2% from the ROI sums and you can see the adjusted performance table below:

Performance Summary - After Fees Deducted

Month	Bets	Stake	Av Odds	Strike Rate	P/L	ROI	ROC
Oct-17	108	1,080	3.80	25.9%	-51.4	-4.8%	-5.1%
Nov-17	497	4,970	3.91	29.6%	713.0	14.3%	71.3%
Dec-17	421	4,210	3.97	26.4%	-62.6	-1.5%	-6.3%
Jan-18	329	3,290	3.91	26.7%	231.9	7.0%	23.2%
Feb-18	338	3,380	3.92	25.7%	51.9	1.5%	5.2%
Mar-18	500	5,000	3.98	26.2%	70.3	1.4%	7.0%
Apr-18	742	7,420	3.92	27.5%	776.1	10.5%	77.6%
May-18	640	6,400	4.03	24.2%	-133.7	-2.1%	-13.4%
Jun-18	191	1,910	4.00	26.7%	-145.6	-7.6%	-14.6%
Total	3,766	37,660	3.95	26.6%	1,449.9	3.8%	145.0%



As we can see, the ROI has dropped to 3.8% from 5.8% but with turnover as high as it is, this still leaves a very healthy bottom line. An ROI of 3.8% is also very much in line with what Chris expects his customers to make over the long term based on WoC's value and true price calculations, i.e. 5.2% - 2% fees = 3.2% after the deduction of charges.

The following table outlines the close proximity of the actual profit level reached to date to the expected profit level:

Actual vs Expected Profit

Month	Bets	Stake	Actual Profit		Expected Profit	
			P/L	ROI	P/L	ROI
Oct-17	108	1,080	-29.8	-2.8%	45.0	4.2%
Nov-17	497	4,970	812.4	16.3%	244.8	4.9%
Dec-17	421	4,210	21.6	0.5%	213.9	5.1%
Jan-18	329	3,290	297.7	9.0%	180.1	5.5%
Feb-18	338	3,380	119.5	3.5%	250.6	7.4%
Mar-18	500	5,000	170.3	3.4%	241.5	4.8%
Apr-18	742	7,420	924.5	12.5%	425.3	5.7%
May-18	640	6,400	-5.7	-0.1%	277.6	4.3%
Jun-18	191	1,910	-107.4	-5.6%	71.2	3.7%
Total	3,766	37,660	2,203.1	5.8%	1,950.0	5.2%

RESULTS – OTHER OBSERVATIONS

Whilst wary of creating small data samples through the process of splitting the overall bet record, we still thought it interesting to judge performance via different criteria.

The first of the criteria to examine was performance of bets via odds band.

Performance by Odds Band

Month	Bets	Stake	Actual Profit		Expected Profit	
			P/L	ROI	P/L	ROI
3.10 or Less	755	7,550	354.8	4.7%	318.7	4.2%
3.11 - 3.70	693	6,930	-179.9	-2.6%	297.5	4.3%
3.71 - 4.40	722	7,220	646.7	9.0%	420.5	5.8%
4.41 - 6.25	817	8,170	804.0	9.8%	452.3	5.5%
Over 6.25	779	7,790	577.5	7.4%	460.9	5.9%

We can see a potential trend in the above results that shows greater ROI percentages in the higher odds bands (which is the usual pattern we see in tipster analyses) although Chris's 'Expected Profit' figures suggest a long-term levelling out of these numbers. We raised this observation and asked Chris for his thoughts:

"To be very honest with you, I'm not a friend of drawing conclusions from small sample sizes. This is especially true for the WoC service – with large prices – where a few hundred bets is almost nothing. However you are right that expectation/value generally grows with increasing odds. As a rule of thumb it's more challenging for books to set accurate prices for underdogs (which the majority of bets are) than it is for favourites which is why more value is generally found in higher prices."

We also thought it a natural exercise to split bets between the three sports WoC covers; football, basketball and tennis:

Performance by Sport

	Bets	Stake	Av Odds	Strike Rate	Actual Profit		Expected Profit	
					P/L	ROI	P/L	ROI
Football	2,974	29,740	4.32	24.3%	1,674.1	5.6%	1,528.7	5.1%
Basketball	516	5,160	3.15	34.1%	461.4	8.9%	281.6	5.5%
Tennis	276	2,760	2.74	37.3%	67.6	2.4%	139.7	5.1%

Frankly, the number of basketball and (especially) tennis bets means that we can't read too much into these figures. It will be interesting to contrast the three when we've had a few more thousand bets.

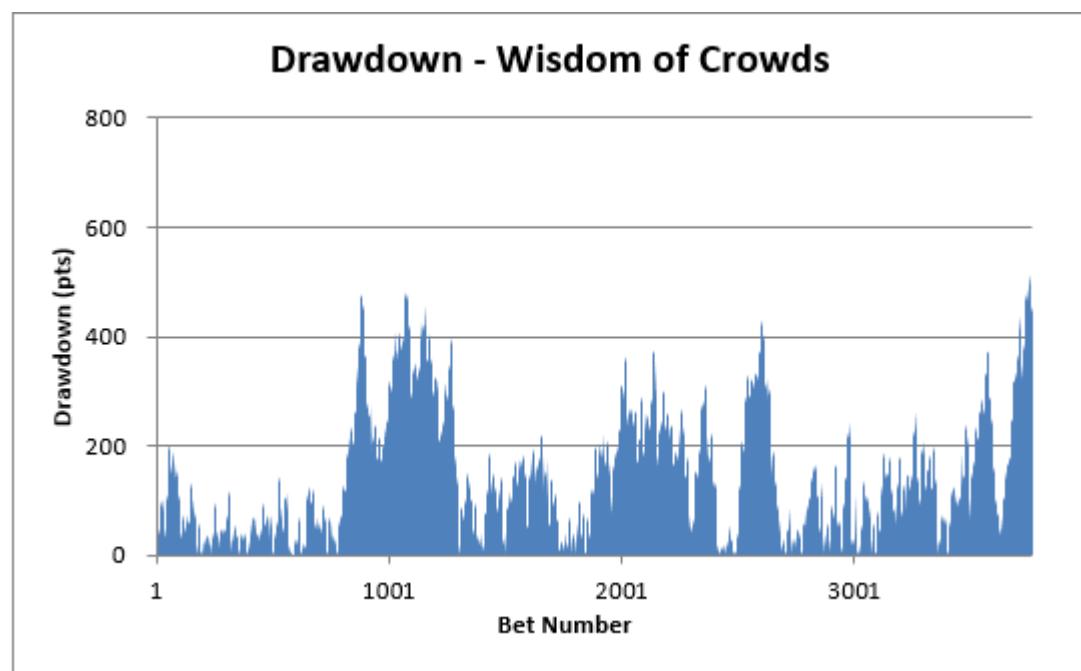
The same can be said too when we separate the football bets between those involving the 'major' leagues from the rest:

Major Leagues vs Others (Football Only)

	Bets	Stake	Av Odds	Strike Rate	Actual Profit		Expected Profit	
					P/L	ROI	P/L	ROI
Major Leagues	396	3,960	4.94	21.5%	401.4	10.1%	202.1	5.1%
Others	2,574	25,740	4.23	24.8%	1,312.7	5.1%	1,326.6	5.2%

BETTING BANK

Chris recommends followers of WoC to employ a bank of 2,000 points. Given the standard stake of 10 points and a historical strike rate of 26.6%, we would suggest 1,000 points should suffice based on our simulations. The worst drawdown experienced to date reached 516 points:



In essence, for those of you who are particularly risk averse, then we would not put you off following Chris's more conservative proposed bank, but all ROC calculations for the performance tables within this review are based on a 1,000 point bank, simply because we feel this is most appropriate.

USER EXPERIENCE – HENRIK'S OBSERVATIONS

To really get a sense of this service, a period of live tracking was crucial in using Smartbet in conjunction with a Bet365 account to see how the performance panned out in reality.

We therefore contracted SBC Smartbet tester, Henrik to follow the service on our behalf to see how it fared for him and if he was able to replicate the profits claimed.

Following the conclusion of this 2 ½ month trial period, SBC Editor, Pete Ling asked Henrik several important questions on his findings using the service.

Pete: What has been your overall take on the service and your using the bot to place each bet?

Henrik: Joseph Buchdahl is one of my favourite authors when it comes to sports betting. I own all of his books and it was via him that I first learnt of the Wisdom of Crowd concept and ever since then I have been interested in how I could monetize it into my own betting portfolio.

I started following the service using Smartbet to place all WoC bets on April 12th and this ran until June 29th 2018. As I begun, the service itself had around 2544 bets under its belt with an ROI of 10.38%, a figure more than double the long-term expectation of around 5%.

During my trial period, I placed 1309 bets and made an ROI of 5.95% (no charges applied) which is more in line with the expected ROI of the service. The WoC stats for the same period were 1338 bets and an ROI of 5.57%, so I actually performed better than their stated results by 0.38% ROI.

12 April 2018 – 29 June 2018

My stats: ROI 5.95%

WoC official stats: ROI 5.57%

Ultimately if deducting the 2% ROI charges, I ended up with a ROI of 3.95% during my trial period.

As the service has average odds of 4.57 and a historical strike rate of 26,6%, I was also mentally prepared for long losing runs but as we all know it's one thing in theory and another one in real life with real money.

It was not uncommon for me to see up to 15 losing bets in a row and the longest losing streak was 24. The maximum drawdown was 59 units, but I also saw a couple of other drawdowns of around 20 - 30 units. Even though I was well prepared for long losing runs, it was tough to lose 24 bets in a row and also watch the bank go down 59 units at one point.

But in situations like this, it's great to have both a bot that keeps placing the bets for you and a profitable mathematical model behind you that is not affected by any emotions.

If you have patience, a long-term view and are prepared for big drawdowns and long losing streaks, I think WOC is a service you should consider adding to your betting arsenal. It has showed its profitable and has an edge over the market with an ROI of 5.8% after 3766 bets recorded.

How did you find setting up WoC to work with Smartbet and what settings/stakes did you apply?

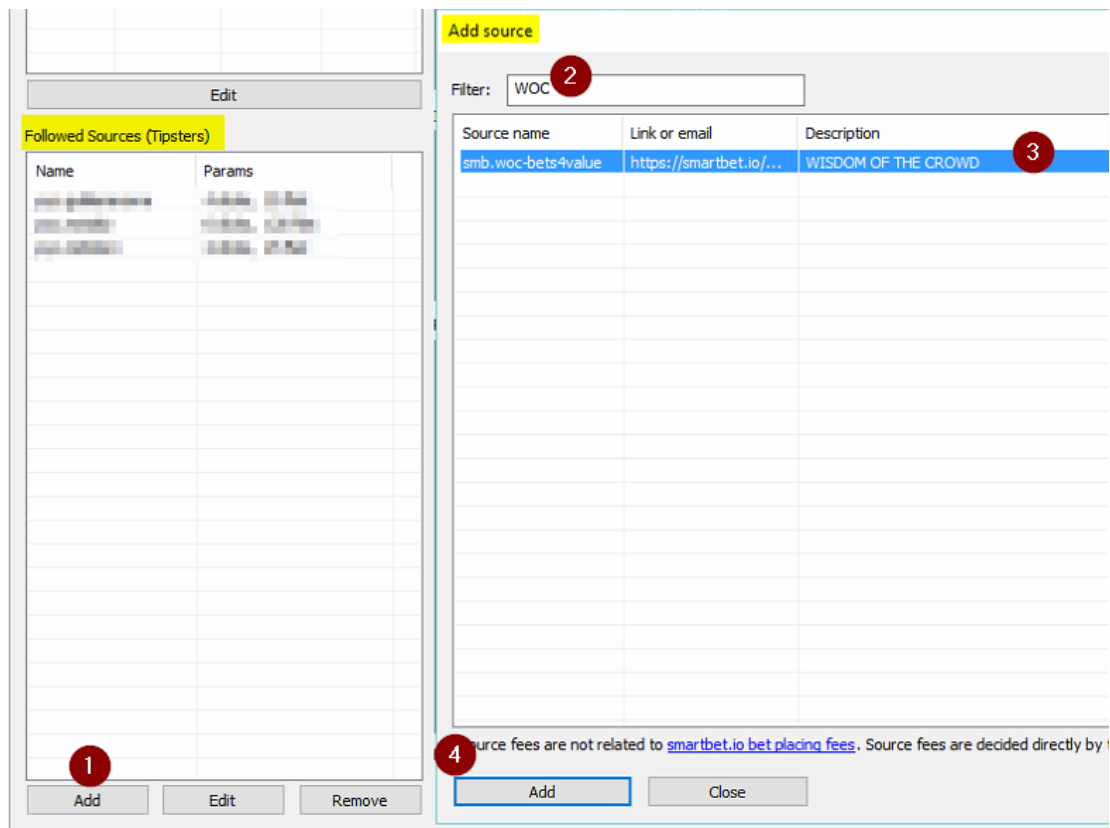
WoC is a Smartbet.io tipster that supplies all bets directly through the bot itself so there is no need for any external tipster source or fees.

The fee for the tipster is instead a percentage of each bet and is deducted directly from you Smartbet balance after each successful bet. The fees for WoC are 1% of your stake for the service and 1% of your stake for the bot provided by Smartbet, so a total of 2%.

To get started with the service I first recommend visiting [Chris Baier's Smartbet page](#), where you can find short information about the service and recommended settings for WoC.

Once you have a bot up and running and a bet365 account created you can easily add the WOC service inside your bot with a few simple click.

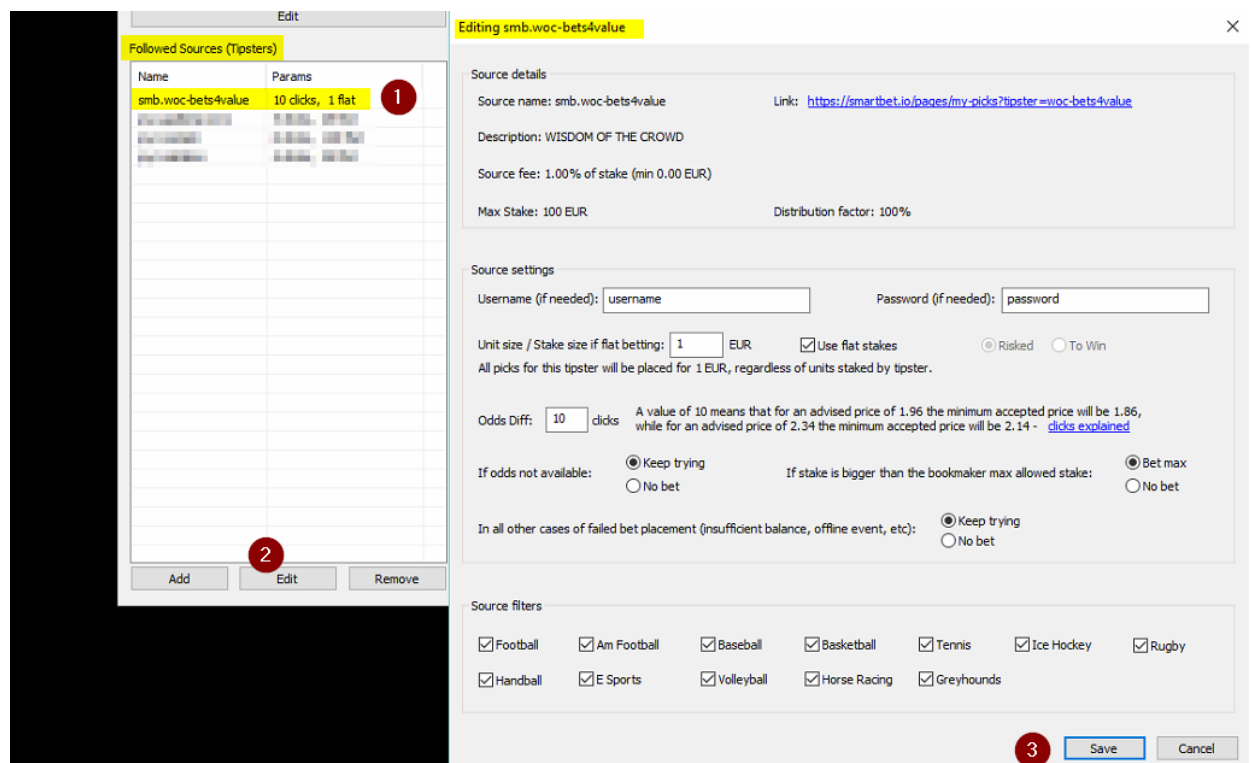
To add WOC in your bot you press the Add button [1] under followed sources (Tipsters) and then filter the results with typing "WOC" [2]. You will find the service full name "Wisdom of the crowd" under the row called description. Select the service [3] and press Add [4]. WOC is now added to your followed sources (Tipsters).



The next step is to configure the settings of the service. From here you can configure the following settings:

- The unit size or flat stakes size
- Odds difference (this is explained in detail in SBC 105 but briefly it's the difference between advised odds and the odds you are willing to take if they have moved)
- How the bot should behave under certain circumstances. E.g. if the odds are not available, if the stake is bigger than the bookmakers allowed stake or if any other problems occur.
- The sports you wish to follow.

To configure the settings for WoC, first select the WoC service in the Followed Sources (Tipsters) list [1] and press the Edit button [2]. In the Editing box, you can configure your settings and then press the Save button [3] as below:



My settings for the trial of WoC were as follows:

- Unit size/stake size if flat betting: 1 Euro
- Odds diff: 10 clicks.
- If odds not available: Keep trying
- If the stake is bigger than the bookmaker allowed stake: Bet max
- In all other cases of failed bet placement (insufficient balance, offline event, etc.): Keep trying
- Source filter had all sports checked.

I should point out here that Chris at WOC recommends that you use odds diff of 0 clicks so if the odds are not exactly the same as the bet it's ignored by the bot. Ultimately it doesn't not matter if you are matched on a bet or not, because you will inevitably miss some. What really matters is that you take the correct odds.

Chris also recommends using 'If odds not available: No bet', 'In all other cases: No bet'

How many of the WoC bets were you actually matched on via Smartbet compared to their own record? I understand there will always be a difference as their record is based on bets matched by at least 1 bot

When I started the WoC trial, I noticed that a proportion of the bets were not being matched. I got status messages such as "Event not found", "Market not found" and "Above maximum stake". At first, I thought I was missing out on each of these bets but after speaking to Chris he explained to me that this was all normal and many of these bets were not being recorded as it needs at least one of the bots following it to have been able to place a bet successfully.

From all bets being sent to my bot during the trial period of 12 April - 29 June the different status messages appeared as followed:

Graded: 71.5% (bets I was matched on)
Above maximum stake*: 4% of all bets
Event not found:** 23.5%
Market not found: 1%

The key point is the graded bets as when I compared what I had achieved with WoC's official results, the difference was indeed very small. I was matched on a total of 1309 bets, whereas the official WoC record stood at 1338. That's a difference of 29 (2%) missed bets which I think is very good. So even if your bot is showing a high number of bets not being matched it's normal and the difference between your bot and the official results should not be large.

**'Above maximum stake' are bet365 specific exceptions indicating your account has been restricted. With a restricted bet365 account you are usually able to stake 1% of a fresh account. For low-profile competitions along with high odds, it is possible that bet365 is not even accepting a bet as low as EUR 1.*

***'Event not found' are exceptions whenever the bot is missing a team mapping. For example, the bot is trying to place a bet on Wolves and not Wolverhampton, which can sometimes result in an 'event not found' error. The Smartbet database is built so that the mapping is self-learning and missing teams are added to the database and will be recognized in the future. 'Event not found' errors will therefore converge to zero as time passes.*

As your Bet365 account was quickly limited, how did this impact your profitability following WoC during testing? Are you able to still get significant sums of money on certain leagues still and make enough of a profit to make following it worthwhile?

At the beginning of the trial, I opened a brand new Bet365 account, since I wanted to see how the limits would hold up. I configured the bot to bet the minimum allowed amount of 1 Euro flat staking for all bets. Within a couple of days, I got a message from Bet365 saying that betting restrictions would be applied to any future bets placed. Also, I was no longer eligible for offers and promotions such as Best Odds Guaranteed, Official Price Guarantee, Bore Draw Money Back, Extra time Chanced and any Accumulator, Multi bet or Parlay Bonuses. After this email, I checked my limits on different leagues and noticed I was now heavily restricted.

Chris of WoC is well aware of the restriction problem and had this to share:

"With regards to account restrictions, it is not possible to avoid your account being restricted following the WOC selections. Bookies realize that you have an advantage over them and that

you punish them with every single bet you stake. Hence they will take action as the only way to minimize their losses is to restrict your account. I recommend using restricted bet365 accounts from scratch. Reason for this is that following the bets will eventually result in a restriction of your account rather sooner than later. Bet365 is able to identify the sort of bets we place with them and they are not too keen on doing this type of business with us. Therefore, burning a fresh bet365 account would be suboptimal.

All bet365 restrictions result in a 1% limit of a fresh account. That is, if you were able to place €1,000.00 on a selection with a fresh account then it is €10 after the restriction."

So, if you decide to try out WoC I would recommend using an already restricted Bet365 account since using a new or existing non-restricted account will result in this being restricted quickly.

In my research, I discovered that Bet365 was limiting me the most on the higher odds range selections as you might imagine. The level of restriction also varied league to league, here are my findings from a couple of popular competitions to give you an insight:

Finland Veikkausliiga & Republic of Ireland Premier Division - The maximum bet allowed depended on the odds, but my average winning amount was around 12 Euros. With an unrestricted account, the average winning amount was around 1200 Euros.

Swedish Allsvenskan & USA MLS - The maximum bet varies depended on the odds, but my average winning amount was around 32 Euros. With an unrestricted account, the average winning amount was around 3000 Euros.

Chris of WoC explains that if using a restricted bet365 account you basically have two options for your staking. You could either stake a set flat amount per bet or stake the maximum allowed (this is usually 1% of the maximum allowed of a fresh bet365 account).

Staking the maximum allowed for each account would average out to approx. €10/bet and €5k in monthly turnover for the WOC selections with one bot. However, he does not recommend staking the maximum allowed as it will greatly increase volatility.

What is your final impression of the WoC system itself? Has it been profitable for you and would you follow it yourself?

I have found the service positive but it's not a service for everyone because of the low strike rate and long losing runs, so you do need patience just as with any tipster. If you are going to micromanage your account and login in every day expecting to see daily or weekly profits, it won't work for you. The good news here is that the Smartbet bot does all the bet placement so as to help remove the emotion of winning/losing runs from the equation.

There is also an issue as to how scalable the service is in terms of returns since you are quickly restricted with Bet365. Yet even with my restricted account I was still able to achieve good turnover due to the number of bets and varying limits on the leagues that WoC tackles.

This high turnover can and does offer great returns on even small stakes in a short period of time. The number of bets with WOC service in one month is equal to the number of bets for a whole year with some other services I follow.

WOC will probably not make you rich all by itself but I think it's a great service to have in your betting arsenal and definitely one I continue to follow even after the trial.

If nothing else, it can be a great way to start making money on your otherwise useless restricted Bet365 accounts.

SERVICE IN SUMMARY

It's fair to suggest that the WoC method is far different to anything we have ever reviewed before here at SBC or anything available in the current tipping market.

Its logic is impeccable – betting in high volume when there is at least 5% value, which in itself leads to the potential of high turnover and significant profits by doing so. Many businesses thrive by utilising similar models – for example Pinnacle Sports who work to margins of 2 to 3%, yet churn through enough bet volume to make this work for them.

We have seen this with WoC which to our advised 1000 point bank, will have made just short of 150% betting bank growth since October 2018 after fees. Henrik's feedback suggests his own betting bank too grew substantially following it over just a 2 ½ month period and it's a service he continues to utilise.

The obvious practical issues of the WoC model have been overcome through the development of the Smartbet bot, which allows you to churn through a large number of bets each day. We have found Smartbet to be well run, easy to use and is recommended software.

The major caveat for this service is that the software only works with Bet365 and you run the risk of having your account restricted very quickly if following it. For those of you willing to take this chance or as more likely – for those of you with an already restricted Bet365 account, you have little to lose. It costs nothing but a small amount of time to get it setup as the fees to follow WoC and Smartbet are deducted as you use the service and bot itself. As an SBC member you can also get an extra 18 Euros of credit when signing-up to Smartbet.

The one query we do have is how long Bet365 will allow these WoC bets to be placed via their system. Will they clamp down on those following this method further, cut out access to Smartbet or some other restriction once they become aware of its operation? It will be interesting to see what plays out.

In summary then, if you have a Bet365 account you are willing to utilise or sacrifice, this is a tremendous service we are happy to recommend. There is no initial outlay as the cost to follow WoC and Smartbet comes out of your ROI and the service itself is based on very sound mathematical principles.

SERVICE RATINGS

Returns: 3.5/5.

Risk: 3

Cost: 4

Transparency: 5

Odds Availability: n/a

Suggested portfolio weighting: 3

Customer service: 3.5

Overall: 3.5

Patience: 6 months

Rating: Speculative Buy

Betting Bank: 1000 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 13 years, the SBC team have reviewed hundreds and proofed thousands of tipster services – with the very best and most profitable tipsters listed in the Hall of Fame and featured in our Betting Magazines.

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

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

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

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

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

Peter Ling
Smart Betting Club Editor

Save & Make Money - Join Today!

Join Now »

All content copyright © 2006-2019 Fortuna Publishing Ltd.
Drake House, Gadbrook Way, Northwich, Cheshire, CW9 7RA
Email us: info@smartbettingclub.com