

TIPSTER

PROFIT REPORT



SMART BETTING CLUB



EDITOR'S NOTE

Thanks for downloading this Free Smart Betting Club Tipster Profit Report, designed to give you a taste for some of the unique content we publish on a regular basis.

Inside you can read how SBC's independent reports can help point you in the right direction of the best tipster services and their ongoing performance. All designed to help keep you one step ahead of the rest of the betting world.

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

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.

Try us out today and see how we can help your betting

If you have any questions on this free report, our Tipster Profit Reports or indeed anything to do with betting profitably, please do get in touch. My direct email is pete@smartbettingclub.com and I will be only too happy to help.

Best Regards,

Peter Ling



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



How the SBC's Tipster Profit Reports Can Help YOU

Here at the Smart Betting Club, our goal is very simple - **To help you make money betting through our independent reporting on tipster services.**

To help with this goal, my team and I produce regular Tipster Profit Reports, which **compare and contrast more than 50 tipsters** to help you choose the right ones to make you money betting.

They are produced exclusively for Smart Betting Club members and are an essential part of using tipsters for profit.

Here is how it all works...

The Smart Betting Club employs a dedicated team of experts who work together to track the performance of some of the very best betting tipster services currently available.

To do this, my crack team of analysts verify and 'proof' hundreds of different tipsters every month and keep detailed records of their results.

These individual tipster results files are then compiled together to produce the ratings and best buy tables as revealed in each Tipster Profit Report.

The ultimate goal of each Tipster Profit Report is to showcase the exact profit and loss figures that many top tipsters are producing for Smart Betting Club Members on an ongoing long-term basis.

After all, any tipster can pick a few winners by luck, but those tipsters that make profits year-in, year-out are the ones to follow and can be found in our Tipster Profit Report.

Why Can You Trust SBC Reports



I understand that knowing who to trust when it comes to tipsters can be very difficult indeed.

Many people recommend tipster services or betting products simply because they have a financial incentive to do so.

Here at the Smart Betting Club, we operate differently, and our 100% independent model ensures we can at all times report back independently on any tipster service we review.

SBC never, ever take fees for our tipster reviews and you can be assured there is no financial involvement with any service we review and recommend.

Ensuring all Smart Betting Club reviews and ratings are 100% independent at all times – with your interests at heart. It's why we have been around since 2006!



NOTE: Some Info Has Been Protected For Full SBC Members Only

Although keen to showcase just how valuable the Tipster Profit Reports can be, I have had to remove the identities on some of the tipster services listed in this sample. This is to protect this information for full Smart Betting Club subscribers only.

REPORT EXTRACT: RACING TIPSTER RATINGS ★★ ★★

Each tipster reviewed by the Smart Betting Club is applied a unique SBC Rating, which is updated on a regular basis, based on how well each tipster performs and the quality of their service.

We then publish these findings in an easy to view table format - enabling you to quickly find the top tipsters alongside other key information such as any savings available to you as an SBC member. Some of the best tipsters uncovered are also free of charge.

Check out a sample as taken from our Horse Racing specific comparison table on how this all works below...

HORSE RACING TIPSTER RATINGS

THE LATEST SMART BETTING CLUB RATINGS TABLE



The following is a list of those horse racing services, which SBC have reviewed in full in a past Magazine and the current SBC rating awarded to them (Scale between 1 and 5). Each tipster is judged on a range of measures including profitability, practicality, reliability, customer service, longevity, odds availability and our own confidence in them.

Those services **highlighted in blue** are those we recommend as part of our **Hall of Fame** – our list of which we consider the best horse racing tipsters. Ratings highlighted in **green** have gone up, whilst those in **red** have gone down this month. SBC Saving indicates those services where you can save money if an SBC member or even where you can follow the tipster for free.

The Web Link takes you through to the detailed Key Facts page for each individual tipster (as this is for full SBC members – these links has been removed from this sample report)



Service Name	Description	SBC Rating	SBC Saving	SBC Key Facts
Service 1	NH Tipster ran between Nov and March	5	Yes	Web Link
Service 2	Daily tips with 10 yr+ winning record	4.5		Web Link
Service 3	High turnover computer generated tips	4.5		Web Link
Service 4	High volume daily racing tips	4.5		Web Link
Service 5	One bet a day racing strategy	4.5	Yes	Web Link
Service 6	Daily racing tips at longer prices	4		Web Link
Service 7	Daily racing tips	4	Yes	Web Link
Service 8	Racing tips advised early each day	3.5	Trial	Web Link
Service 9	Regular short-priced tips	3.5		Web Link
Service 10	Daily racing tips from affordable service	3.5	Trial	Web Link
Service 11	Daily racing tipster Flat/N.Hunt	3.5	Yes	Web Link
Service 12	Daily tips from 2 experts	3.5		Web Link
Service 13	2-3 daily tips from expert tipster	3.5		Web Link
Service 14	Free big race tips specialist	3	Free	Web Link
Service 15	Racing tips from 10 to 11am daily	3		Web Link
Service 16	Free Saturday big-race tips	3	FREE	Web Link
Service 17	Short priced daily racing tips	3	Yes	Web Link
Service 18	Saturday only tips 'spin-off' service	3	Yes	Web Link
Service 19	Free daily racing tips	3	Free	Web Link
Service 20	Evening before racing tips	3		Web Link
Service 21	5-6 bets per week	3	FREE	Web Link
Service 22	One bet a day racing strategy	3	Yes	Web Link
Service 23	Mix of racing tips showing promise	3		Web Link
Service 24	3 racing systems in 1	3	Yes	Web Link
Service 25	Free big priced racing tips	2.5	Free	Web Link
Service 26	2 tipsters supplying evening-before tips	2.5		Web Link
Service 27	Evening before racing tips	2.5	Yes	Web Link
Service 28	Betfair SP based tips	2.5	Yes	Web Link
Service 29	Larger priced tips with major odds shift	2.5		Web Link
Service 30	High turnover 7 days a week tips	2	Yes	Web Link
Service 31	Betfair SP tips for All Weather racing	2	Yes	Web Link
Service 32	Daily bets, often at large odds	2		Web Link
Service 33	Selective racing tips 7 days a week	2	Yes	Web Link
Service 34	Free one a day racing tips	1.5	Free	Web Link

REPORT EXTRACT: KEY FACTS PAGE



For each tipster listed in our Tipster Profit Report, there is also a Key Facts Page, where you can find all our regularly updated ratings on many critical elements of each service.

Each service is scored on various topics and awarded a rating between 1 and 5. A low rating (1) indicates something is very poor and a high rating (5) indicates it is excellent.

As an example, see the Key Facts details for the Ben Coley service, which is a well-liked golf tipster based on the strong performance standards hit long-term.

The first section provided relates to the most important information on the service with a brief description, followed by where you can place the bets, the price plus most crucially of all – the overall rating out of 5.

BEN COLEY

Service Name: Ben Coley

Website: <https://www.sportinglife.com/golf>

Ben Coley is a very well regarded golf tipster who supplies all of his bets free of charge via the Sporting Life website each week.

With a record of profitability dating back several years and a keen eye for highlighting value in the golf betting markets, Ben is a tipster the layers genuinely fear. This respect from the bookmakers can in turn see the odds on his selections tumble, especially in some of the weaker golf markets as many of Ben's followers back his judgement.

You can read our full lowdown on Ben, how his service works and how to consider following him via either bookmakers and the betting exchanges in our updated review in SBC Issue 130, published in July 2022.

KEY FAQ'S REVIEW FOR BEN COLEY

Overall Rating

4.5

Service: Golf

Bet placement: Bookmakers/betting exchanges

Price: Free

Ratings Last Updated: 3rd August 2022

RATINGS



Next up – we then list the ratings out of 5 for each element of their service for key observations such as returns (profit), risk, cost, transparency and if we would recommend them for your tipping portfolio.

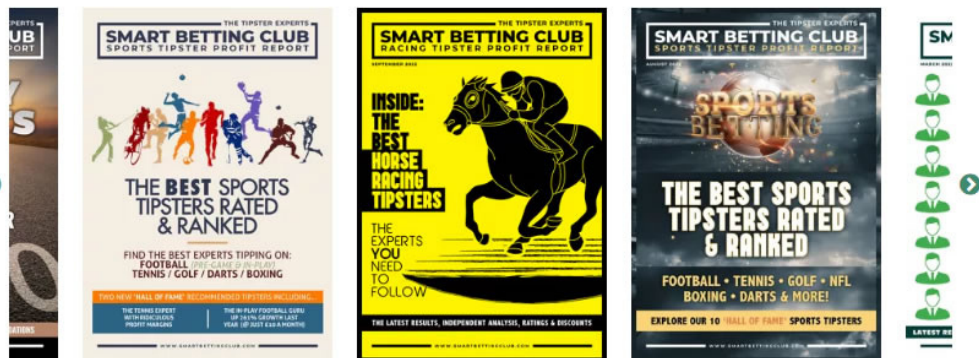
You can also find details of where to find more on them via our back catalogue.

Tipster Profit Reports

We help you keep track on the very best betting experts via our regular Tipster Profit Reports, which contains the exact updated results of around 60 different short-listed tipsters.

Each Tipster Profit Report is quite literally your ticket to finding out just who the best-rated tipster services actually are...those that can make you money.

Check out some of the most recently released Tipster Profit Reports below:



SMART BETTING CLUB RATINGS

RETURNS	4
RISK	3.5
COST	5
TRANSPARENCY	3
SUGGESTED PORTFOLIO WEIGHTING	3.5

RATING CHANGES/PAST REVIEWS

September 2020: First reviewed in SBC 119 – our Golf betting special!

January 2021: Upgraded into the SBC Hall of Fame in the January 2021 Tipster Profit Report.

January 2022: Performance update and latest ratings in 2022 Golf Betting Guide Special Report

July 2022: Updated review in SBC 130

Finally, as an SBC member you can also view our ratings on some other key aspects such as odds availability (the higher the rating the easier it is to achieve the odds on advised tips), plus customer service and the patience needed if following. To round things off, we also provide the official SBC recommendation, which in this instance is a strong buy, alongside the points betting bank advocated if following.



ODDS AVAILABILITY **2.5**

CUSTOMER SERVICE **3.5**

PATIENCE **18 MONTHS**

RECOMMENDATION **STRONG BUY**

POINTS BETTING BANK **600**

In the above Key Facts page example, Ben Coley's service ranks well with an overall score of 4.5 out of 5, plus a rating of Strong Buy. This indicates we have a lot of confidence in this service to make you a profit.

Given its long-term nature, we do recommend a 18-month minimum period of subscription to maximise your time with them (as indicated in the patience rating).

We produce similar Key Facts pages for each of the 50+ tipsters in our Tipster Profit Reports, where you can find ratings for each tipster on...

- Returns
- Risk
- Cost
- Transparency
- Suggested Portfolio Weighting
- Odds Availability
- Customer Service
- Overall
- Patience
- Rating
- Points Betting Bank

REPORT EXTRACT: TIPSTER COMMENTARY & ANALYSIS



Alongside the individual Key Facts pages on each tipster, you can also view detailed tipster commentary and written reports to help keep you up-to-date on the latest news and findings.

Below you can find an extract from a recent Tipster Profit Report that showcases the type of analysis provided. It also includes notes where possible on those tipsters performing well under £30 per month and where you can save on the cost of membership thanks to SBC.

We start our round-up of our monitored horse racing services with the news of a Hall of Fame upgrade for **[Tipster Identity Protected – SBC members only]**. We've just seen another strong three-month period for the service since we first reviewed them in December. An extra 81 points of profit have been added since, at an ROI of 30%. We now have a sample of 827 bets issued over the course of 16 months, and we feel confident enough to introduce the service to the Hall of Fame as they have demonstrated that they have been able to take the progression from being a free service into one for which members must pay in their stride. Perhaps inevitably, one issue that has arisen is that of odds availability; no doubt a result of increased popularity, plus the fact that one or two followers have seen fit to go against the explicit advice of the service and put money into the Exchange markets prematurely. Hopefully, this minority of idiots that can ruin the prices for everyone will soon be eliminated and the odds issue will be less pronounced. Ratings: 'Overall' up to 3.5, 'Recommendation' to 'Buy', 'Odds Availability' down to 2.5.

Another Hall of Fame service going great guns at present is **[Tipster Identity Protected – SBC members only]** who has enjoyed a frankly remarkable February. 52 bets have generated an ROI of 193% and have demanded of us that we up the associated ratings. We accept that this is something of a purple patch but even so, underlying results are very strong too and who knows, perhaps the purple patch will be extended. We certainly hope so! Ratings: 'Overall' up to 4.0, 'Returns' up to 4.0, and 'Recommendation' to 'Buy'. **SBC SAVINGS DEAL AVAILABLE**

Another that is flying at present is **[Tipster Identity Protected – SBC members only]**, who enjoyed an end to the year that Sky's and Ladbrokes Chris Kamara would no doubt excitedly claim to be "unbelievable, Jeff!" To be fair, a whopping 160 points profit in December and ROI of 148%, coming from a string of big-priced winners, is something to get overexcited about. January and February have added to the profit tally too, albeit at a more sedate rate of 20% and 13% ROI respectively. His talent for picking winners is undoubted, but the time of bet release and the connected issues around achieving advised prices do cause problems. We just wish the service could adjust so that selections are released at a better time as it would be a much more viable option for so many more if they did. Would not an achievable 15% ROI achieved by tipping at 10.00 in the morning be far more preferable to 25% gained by issuing at 6.00pm the night before? We certainly think so. Ratings: 'Overall' up to 2.5, 'Returns' up to 4.0.

One service that does its absolute best to protect the prices of its tips and ensure as many as possible can get on at the advised prices is **[Tipster Identity Protected – SBC members only]**, and what an outstanding season he is enjoying. The profits have come tumbling in since the NH season started in November, and December to January saw a further 39.9 points taken from the bookies at 48.4% ROI. The service goes from strength to strength, both in terms of profitability and ease of following. Ratings: 'Overall' up to 5.0, 'Risk' up to 4.5, 'Portfolio Weighting' up to 4.5. **Top Performing Tipster under £30**

When a service that relies for their selections on horses at the front end of the market runs at an ROI of 20%+, you know that such an elevated level of performance is unsustainable and that a 'correction' will arrive at some point. This is the prism through which we must view **[Tipster Identity Protected – SBC members only]** which enjoyed a quite phenomenal previous 12 months, achieving an incredible 20.8% ROI from 327 bets. The first two months of this year have seen a loss of 9.92 points at an ROI of -18.4%, however. We're confident that this momentary loss of form is nothing other than the aforementioned correction. **Top Performing Tipster under £30 SBC SAVINGS DEAL AVAILABLE**



Continuing with some better overall form recently is **[Tipster Identity Protected – SBC members only]**, which has registered a profit of 57 points at 7.6% ROI between December and February. Although at first glance this years ROI of 4.22% seems a little low, the profit level actually meant bank growth of a perfectly respectable 50%. Still, we would like to see an improvement on the ROI levels gained from the long-term 6.28% before we look to assign significantly improved ratings, but we are happy to tweak a little. Ratings: 'Overall' up to 3.0, 'Returns' up to 3.0. **SBC SAVINGS DEAL AVAILABLE**

There was a time when **[Tipster Identity Protected – SBC members only]** was seen to be on the cusp of Hall of Fame inclusion, but sadly that isn't the case now after a loss of -53 points since last August. Last year still ended in the black to the tune of 24.5 points and ROI of 6.2% which isn't a disaster by any means, but with the first two months of this year producing a loss of -16% ROI the pressure is on. We need better, if we are to assign higher ratings. **SBC SAVINGS DEAL AVAILABLE**

REPORT EXTRACT: BEST BUY TABLES

ALL THE TOP TIPSTERS RANKED



In each Tipster Profit Report, you can also find a range of specially produced **Best Buy Tables** such as:

- The Best 25 Tipsters All-Time (combining racing & sports)
- The Best 25 Tipsters in the past 12 months (combining racing & sports)

We also break this down into the 2 different main categories of tipster reported back upon - **Horse Racing** and **Sports** (Football, Golf, Darts, Tennis & others). We produce individual records for both categories that reveal...

- The best all-time tipster
- The best tipster from the past 12 months
- The best low workload tipster
- The best odds availability tipster
- The best ROI+ tipster
- The best low-cost tipster

To help showcase just how useful this information is, here are a few examples...

BEST ALL-TIME TIPSTER

We all want to know just **who the very best tipsters are** and our best all-time overall table does just that.

It lists the best 25 tipsters, based upon their annualised profit if using a £2000 betting bank. You don't need a £2000 figure to get started betting with them, but I find it is a good measure to compare and contrast with.

I have blanked out the names as this is for full members only, but as you can see - **the top tipsters are making their betting pay.**

Please note the £2,000 bank is used for illustration purposes only, such an investment may not be suitable for everybody. You can scale up or down this sum to an amount you are comfortable with.



The Best All Time Overall Service

As Judged By Annualised Profit to a £2000 Betting Bank

Current Rank	Previous Rank	Change	Service Name	Annualised (£) Profit
1	1	→ 0	Service 1	£13,881
2	3	↑ 1	Service 2	£5,823
3	5	↑ 2	Service 3	£4,650
4	4	→ 0	Service 4	£4,044
5	NEW		Service 5	£3,891
6	7	↑ 1	Service 6	£3,818
7	6	↓ -1	Service 7	£3,355
8	8	→ 0	Service 8	£3,216
9	9	→ 0	Service 9	£3,189
10	10	→ 0	Service 10	£2,754

BEST TIPSTER FROM THE PAST 12 MONTHS

Naturally many of these tipster services charge a fee, so you can also compare each tipster and the profits they make **after their subscription fees** are taken into account.

You can also find information on most things you should consider before selecting a tipster such as **Return on Investment (ROI)** and **Return on Capital (ROC)**, so you are in safe hands with SBC. ROI and ROC help you put profits into context – vitally important in the investment world.

Below you can find the top ten services of the past 12 months and their profits after fees...

The Best Overall Service Of The Past 12 Months

As judged by 12 month profit after fees to a £2000 bank

Current Rank	Previous Rank	Change	Service Name	12 Month (£) Profit After Fees	12 month ROC	12 month ROI
1	1	→ 0	Service 1	£14,042	732%	19%
2	NEW		Service 2	£4,624	243%	18%
3	11	↑ 8	Service 3	£4,257	243%	21%
4	4	→ 0	Service 4	£3,544	213%	27%
5	5	→ 0	Service 5	£3,282	174%	22%
6	8	↑ 2	Service 6	£2,366	148%	2%
7	2	↓ -5	Service 7	£2,227	171%	6%
8	6	↓ -2	Service 8	£2,197	126%	40%
9	16	↑ 7	Service 9	£2,034	126%	15%
10	NEW		Service 10	£1,969	127%	11%

BEST EASY TO FOLLOW 'LOW WORKLOAD' TIPSTERS

Taking this further, if you are more concerned about the number of bets any tipster gives out, then we also provide information on the average number of bets needed to make a profit. This is showcased via the **'Low Workload Table'**.

In the example below you can see the 7 top low workload tipsters from the specific horse racing table, which calculates the average number of bets supplied per month and the **best performing tipsters for the least amount of work**. To qualify a tipster, must supply less than 40 bets per month.

The Best Low Workload Horse Racing Service						
As Judged By Annualised Profit to a £2000 Betting Bank & Average Monthly Bets						
Current Rank	Previous Rank	Change	Service Name	Annualised (£) Profit	Avg Monthly Bets	
1	1	→ 0	Service 1	£2,047	37.6	
2	2	→ 0	Service 2	£1,787	22.0	
3	5	↑ 2	Service 3	£1,461	26.1	
4	4	→ 0	Service 4	£1,229	36.7	
5	7	↑ 2	Service 5	£1,151	37.3	
6	6	→ 0	Service 6	£1,140	37.8	
7	8	↑ 1	Service 7	£1,057	26.0	

BEST TIPSTERS ON A BUDGET

You can also discover **the best tipsters on a budget**, which will be vitally important for those of you concerned about affording the fees that some tipsters charge.

Below you can find the top 7 best horse racing tipsters that cost £30 or less per month, where it's fair to say that even some of the **cheapest tipsters offer great profits**.

Service 1 is making an annualized profit of £3,648 and all for just £20 a month

The Best Low Cost Horse Racing Service						
As Judged By Annualised Profit to a £2000 Betting Bank						
Current Rank	Previous Rank	Change	Service Name	Annualised (£) Profit	Average Cost P/M	
1	NEW		Service 1	£3,648	£20.0	
2	1	↓ -1	Service 2	£3,062	£28.3	
3	2	↓ -1	Service 3	£2,434	£20.0	
4	3	↓ -1	Service 4	£1,687	£15.0	
5	4	↓ -1	Service 5	£1,513	£24.9	
6	6	→ 0	Service 6	£1,461	£27.0	
7	8	↑ 1	Service 7	£1,262	£16.7	

REPORT EXTRACT: PROFIT ADJUSTMENT TABLES

PERFORMANCE BASED ON ODDS AVAILABILITY!



Recently introduced into the Tipster Profit Reports are 'Profit Adjustment Tables, which help to showcase the profits made by a series of tipsters based on the SBC odds tracking we perform during our review process.

These tables have been designed to outline the actual genuine profits AFTER a minimum of 15 minutes have elapsed from the time of bet advice.

The goal with this analysis is to help identify the best and worst tipsters when it comes to odds movement.

Does the tipster in question settle results to odds that you will find it difficult to obtain? These tables help to reveal the best and worst culprits.

Here is an example of how the Profit Adjustment Table looks:

Profit Adjustments: Horse Racing Service Profits based on SBC Odds Testing As Judged By Annualised Profit to a £2000 Betting Bank					
Service Name	Annualised (£) Profit	Adjusted Annualised Profit	Difference	ROI Adjustment Factor	Reduction Timing
Service 1	£3,062	£3,878	£815	3.00%	15 mins
Service 2	£1,262	£1,918	£656	4.00%	0-15 mins
Service 3	£934	£1,171	£237	1.00%	15 mins
Service 4	£1,687	£1,920	£233	1.00%	15 mins
Service 5	£1,151	£1,240	£89	1.50%	15 mins
Service 6	£3,806	£3,806	£0	0.00%	15 mins
Service 7	£1,229	£1,097	(£132)	-1.50%	15 mins

PROFIT ADJUSTMENT EXPLAINED

To understand the above table, let's use the examples from both Service 1 and Service 7.

In the original SBC review of Service 1, we found there to be an actual increase of 3% ROI when compared to the quoted odds settled by the tipster. This is based on the odds available 15 minutes after they are advised. Thus, a projected Annualised Profit of £3,062 could well increase by as much as £815 to £3,878 if simply taking better odds. Service 1 clearly operate to a very fair odds availability policy.

Compare that with Service 7 who provide odds that drop by 1.5% ROI within the first 15 minutes. Thus, a projected Annualised Profit of £1,229 could well decrease by as much as £132 to £1,097 even if taking the best possible odds within that time period. There are clear issues with the odds on offer from Service 7 and whether or not you can achieve them.

THE TIPSTER EXPERTS @ THE SMART BETTING CLUB



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

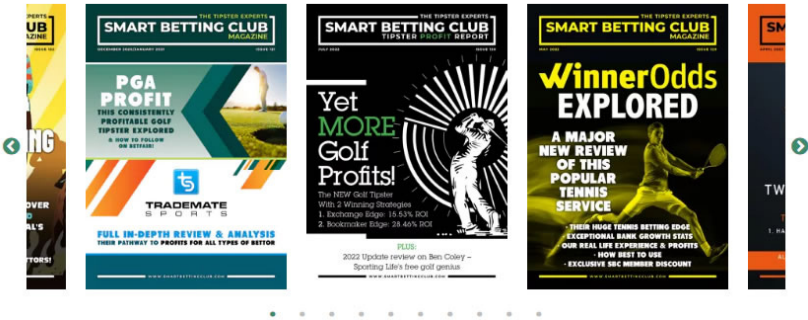
Over the past 16 years, SBC have reviewed hundreds and proofed thousands of tipster services – with the very best and most profitable tipsters listed in the Hall of Fame and featured in our Betting Magazines.

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.

Smart Betting Club Magazines / Special Reports

We are best known for our Smart Betting Club (SBC) Magazines, which are jam-packed with all the latest reviews on new tipster services you need to use to make money. Alongside this you can also pick up regular 'Special Reports', which explore key topics such as betting on multiples, using VPN's and bookmaker reviews – all designed to help your punting!

Check out some of the most recently released SBC Magazines & Special Reports below...



Because SBC is funded by you - 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 – ordinary punters everywhere.

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

So, why not try out the [Smart Betting Club](https://smartbettingclub.com) 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



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