

SECRET BETTING CLUB

HOW TO MAKE MONEY BETTING ONLINE

WELCOME TO THIS FREE BOOKMAKER REPORT

Thanks for downloading this Free [Secret Betting Club](#) Bookmaker Report, where we outline 2 of the recommended places to bet as observed and utilised by the SBC team.

In this free report, you can read our analysis and interviews with 2 superb betting exchanges that offer excellent odds in a range of markets, notably horse racing and football.

Not only do they offer great odds but very often a wide range of advantages over more traditional bookmakers, including the key detail that they all actively welcome winning gamblers.

Usage of these 2 betting exchanges became ever more critical following the exit of the likes of Pinnacle Sports & SBOBet due to the 2014 Gambling Act evoked in the United Kingdom.

All of the information within this report was correct as of August 2017 and is taken from the larger [Exchange & Bet Broker Guide](#) available to Secret Betting Club members only.

Best Regards,

Peter Ling



Secret Betting Club Owner/Founder
<http://www.secretbettingclub.com>

INTRODUCTION

Both of the betting exchanges featured within this guide have been chosen for 2 specific reasons:

1. They offer excellent value odds and stable platforms for betting;
2. They do not limit or restrict winning punters.

It is also worth noting that the odds offered on sports such as horse racing via Smarkets and Matchbook are always very similar to the best odds put forward by the UK 'high-street' bookies, so where possible, SBC's recommendation is to bet on the exchanges first and foremost.

You might not obtain concessions like Best Odds Guarantee prices but neither will you suffer from account closures or stake restrictions.

UK & Ireland Customers

I wanted to include a special note here for those of you based in the UK and Ireland or any other countries which are currently unable to bet with the likes of Pinnacle Sports or SBObet – two of the most popular 'Asian' firms.

UK and Ireland customers lost access to these firms due to point of consumption laws passed in late 2014, which required them to be licensed by the UK Gambling Commission. Although Pinnacle Sports have regularly spoken of their hope to return to the UK and Ireland in the future, it remains unclear exactly when (and if) this will ever happen.

If you, like many are unable to bet with such firms, I strongly urge you to consider the options available with the likes of Matchbook and Smarkets who offer very competitive odds in similar markets to that offered by Pinnacle.

For example – if you compare the odds in a major Football, NBA or Tennis market between Matchbook and Pinnacle, you will regularly notice there is very little (if any) difference in the odds quoted after commission. Significant sums of money flows through Matchbook in these markets and it represents a great option for those of you impacted by the unavailability of Pinnacle Sports.

Smarkets have also introduced several Asian Handicap and Over/Under markets for many of these sports and offer another alternative betting source, which I highly recommend you check out.

A Note On Betfair

I haven't included Betfair in this guide for several reasons. Firstly – 99% of you know what they offer and secondly – their 5% base rate commission level is clearly uncompetitive when judged against the likes of Smarkets & Matchbook, their main exchange rivals.

Betfair's focus these days also appears to be less about what made them successful in the first place and more about their sportsbook, online casino and cash out facilities. None of which for serious punters add any real value.

BETTING EXCHANGE: SMARKETS

Smarkets is a highly recommended betting exchange and a must-have account for all serious punters, especially those active on horse racing and football. The low 2% commission rate, coupled with improved website access both via desktop and mobile has seen a huge increase in betting volume.



Smarkets Welcome Offers: [Open a Smarkets Account](#), deposit a minimum of £20 and you will receive a £10 free welcome bonus.

Refer a friend £10 bonus: Smarkets have also just introduced a refer a friend scheme, whereby you can get a £10 bonus for each friend that uses a referral code on sign-up. Full details supplied when you [open a Smarkets account](#).

The Smarkets Betting Exchange continues to go from strength to strength with significant inroads in terms of market share and volumes of money traded over the past 12 months. They have quickly established themselves as a major competitor to the likes of Betfair, primarily through their outstandingly low 2% commission rate.

For even the smallest punter, the appeal of paying a simple 2% commission compared to Betfair's starting 5% rate can make a major difference over time. Coupled with Betfair's constant site stability issues and premium rate charge for larger punters, it's easy to see why Smarkets has grown so fast.

Smarkets is an exchange the SBC team have been using extensively over the past 12 months across various sports, including horse racing. Those of you reading our reviews in the 2017 SBC Best Tipster Guide will have observed how closely we matched their advised prices, simply by taking the best prices on Smarkets.

The introduction of asian handicap football lines has also improved their offer – essentially mirroring many of the markets punters in the UK can no longer obtain through the likes of Pinnacle Sports. The in-play markets for both football and racing have also seen increased volume and usage, marking them out as further options for shrewd punters.

Away from football & racing, Smarkets also offer markets on all other major sports and events including but not limited to: tennis, American football, baseball, basketball, cricket, golf, rugby league & politics. You can also bet in-play on many of these markets.

We also like the fact they take betting seriously and don't offer the usual casino, bingo or poker games that so many other bookmakers and exchanges also push on customers.

One downside at the moment with Smarkets is the fact they don't appear on some of the more popular odds comparison websites such as Oddschecker and Oddsportal. Ensuring that you have to check the Smarkets website manually to gauge the odds they offer and how they compare to the main market.

All told, we are fans of Smarkets and can recommend them as an exchange account to have not just for racing and football but all forms of betting.

IN SUMMARY

Positives: Genuine alternative for punters looking for a high volume, low commission alternative to Betfair or bookmakers who restrict. Ideal for horse racing and football betting. Stable easy to use website. Strong liquidity on several other sports & markets. Improved website design and mobile betting options.

Negatives: Non-runners void any bets yet to be matched – can be a major annoyance for horse racing punters requesting odds. Asian Handicap lines need expanding further. Odds not included in comparison tables at Oddsportal.com or Oddschecker.com

Recommended For: All types of punter – a very useful exchange account!

[Open a Smarkets Account](#)

SMARKETS INTERVIEW

SBC: For those unfamiliar, can you explain a little bit about the Smarkets Exchange and what it offers football punters specifically?

Smarkets: Smarkets is a betting exchange with a primary focus on price and technology, not entertainment and gambling. You won't find casinos, poker or slots on Smarkets, just a sleek exchange that provides fair prices on sports, politics and current affairs.

Football is one of our most popular sports and we offer a host of markets on leagues and tournaments across the world.

What are the advantages of betting on football through Smarkets as opposed to using other betting exchanges or bookies?

With a commission rate of just 2% on net market profits, Smarkets often has the best odds in the world across its markets. Exchanges naturally provide better odds than bookmakers because there is no margin built into the odds and with Smarkets, you get the simplest and fairest commission rate of all.

Do you have any stats on how your lower commission rates and better odds can help punters betting on football?

Whether you're picking your value bet pre-match or trading an outright market live in the middle of the season, our low commission rates mean that your return will be better on Smarkets.

We did some research ahead of last season's FA Cup final and it showed that a winning £10 bet on all FA Cup games in 2017 would have returned you as much as 10% more, or £146, with Smarkets.

The key for any betting exchange is the volume of money traded on it - AKA the 'liquidity'. Specifically, on football, how has the liquidity grown over the past 12 months both in pre-game and in-play markets?

Our liquidity and trading volume is increasing across all markets and as football is one of the most popular sports, we often see seven-figure volumes in the biggest matches.

As we continue to improve our in-play offering with fast data, liquidity is also improving there.

Since we last spoke in August 2016, you have introduced Asian Handicap and Over/Under goals line markets for football. How have these new markets been received?

Increasing our market offering is one of the priorities we have at the moment, so adding things like Asian Handicaps and First Goalscorer markets are a way to improve the offering we provide for customers. We had a lot of great feedback when we added these new markets.

You also now offer a trade-out facility for users to cash in bets both pre-game and in-play. Can you explain how this works?

It's a quick way to exit your position on a certain bet. Say you've backed Chelsea to win at 2.0 and now they are down to 1.5 after scoring the first goal, you can lock in a profit by selling your position. You can also trade out to cut your losses if the market doesn't go your way. More on this in our help centre article: <https://help.smarkets.com/hc/en-gb/articles/214274825-Trade-out-button-on-Smarkets>

Are there any other new markets or innovations introduced over the past year to be aware of?

It's been a big year of product innovation for Smarkets, with our new platform, first apps launching and other features like two-factor authentication for increased account security.

There's plenty more exciting developments on the horizon, but we can't reveal too much as that would be telling. Keep your eyes peeled!

Can you outline what you offer customers interested on betting in-play on football?

For top competitions, we provide lightning-fast in-play data and also our 'Instant Match' feature, where you don't have to wait for an in-play delay for your bet to be matched. If no material event occurs in the 'pending' stage after your bet matched, then you will be matched at that price and not potentially frustrated if the market moves. More on this in our help centre article: <https://help.smarkets.com/hc/en-gb/articles/212106249-Instant-Match>

You have been working hard on the Smarkets mobile website and app in recent times. Can you outline what features are available to users betting via a mobile phone or tablet?

The release of our first apps was a big thing for us and we are keen to keep improving them. Our mobile site and apps offer full exchange functionality and you can use features like keep bets in-play or trade out on your device.

[Open a Smarkets Account](#)

BETTING EXCHANGE: MATCHBOOK

The Matchbook exchange is another must-have account for any punter seriously betting on sports such as horse racing, football, tennis & the US markets. Offers low commission rates, excellent liquidity and a genuine alternative for punters unable to hold accounts with the likes of Pinnacle Sports.

MATCHBOOK

Matchbook Welcome Offers: [Open a Matchbook Account](#), and you can earn up to £500 cash back in your first 5 weeks based on the amount you bet. For every £5 you pay in Matchbook commission, you will receive up to £500 back within your first 5 weeks.

The second betting exchange we highly recommend here at SBC is Matchbook, who offer extremely competitive odds and low commission rates for those of you betting on the likes of horse racing, football, tennis and all the major USA based sports.

If you haven't got a Matchbook account yet and you bet on any of these sports, it's imperative you open one and start to use them for your bet placement.

The Matchbook exchange operates in a similar way to that of Betfair and Smarkets, two of their main rivals and will be familiar to anyone who has bet on an exchange before.

Over the past year, Matchbook have continued to expand the markets and sports they offer with significant additions for football and tennis punters in-particular. The markets for both these sports plus all the major US offerings: NBA, NFL, MLB & NHL offer hugely competitive odds, often at similar odds you will see over in Asia. Compare the odds on offer from the likes of Pinnacle Sports with Matchbook and you will see they are very closely matched even after commission.

Horse racing is also now a major market for Matchbook customers, which is all the more impressive considering it was only first introduced back in July 2016. They now offer competitive odds for both win and place betting in each UK and Ireland race at low commission rates, alongside a burgeoning international racing presence. Look out as well for their regular 0% commission offers for horse racing, which are well worth taking advantage of.

There is however, one fundamental difference between Matchbook and the likes of Smarkets and Betfair that it is wise to be aware of. Whereas Betfair only charge commission on winnings, Matchbook take a (smaller) commission on all bets, regardless of whether the bet wins or loses. This is because Matchbook operates a "per transaction revenue model", identical to many financial exchanges.

Depending on the amount you trade and your location, this commission rate will vary with the base rate starting at 1.5% and rising to 1.75% if located in the UK or Ireland. Your activity levels on Matchbook will determine if you may also be charged a withdrawal fee. Do read our interview that follows for more detail on all of this.

Handily, Matchbook also features on two of the most popular odds comparison websites – Oddsportal and Oddschecker, allowing you to compare their odds (with the option to add in your commission rate on Oddsportal to get the true odds) across several major sports.

We have also been impressed by the '[Insight](#)' section of the Matchbook website now available, which features tips, advice and education on how to bet. Whether it be guidance on the type of bettor you are, the best betting films or interviews with experts like Neil Channing, there is plenty here to sink your teeth into. Make sure you also check out the regular [Matchbook podcast](#).

[Open a Matchbook Account](#)

IN SUMMARY

Positives: Large number of markets/sports available. Horse racing markets now offering very competitive odds. Similarly strong odds on tennis, football & US sports. Low commission rate on winning bets. Excellent 'insight' section full of advice for aspiring gamblers. Included on Oddschecker and Oddsportal.

Negatives: Commission charge on stake of losing bets and different rates per country. Some customers need to pay a withdrawal fee. No in-play for horse racing yet.

Recommended For: All punters – another must-have account.

[Open a Matchbook Account](#)

MATCHBOOK INTERVIEW

SBC: For those unfamiliar with Matchbook, can you explain in general a little bit about your exchange and what it offers punters?

Matchbook: Matchbook is a sports betting exchange community. We're in the business of providing the best prices, the deepest liquidity, and the most advanced technology in the industry to our customers. This provides an alternative to the wide margins and hidden costs that come with some of the other companies in the industry.

What are the advantages of betting through Matchbook, especially in comparison to other exchanges and bookies?

Being a betting exchange, Matchbook provides numerous benefits that you won't find at a traditional sportsbook. We will **never** limit winning bettors, no matter how hot your winning streak is! And because you're not betting "against the shop" like you would with a traditional sportsbook, we actively encourage winning bettors with in-depth analysis and betting trends from some of the industry's brightest minds at [Matchbook Insights](#).

Our cutting-edge technology and innovation allows us to provide our customers with the best prices and value, which can be evidently seen when looking at any odds comparison sites. Our best-in-class platform ensures users can have the ultimate online gaming experience while continually growing our community and liquidity pool.

What are the most popular betting markets and sports on offer at Matchbook?

Traditionally Soccer has been our most popular sport on Matchbook with games in the big 5 leagues regularly reaching over \$1m in liquidity. However, since the launch of Horse Racing in 2016, it has become our most popular sport offering and we expect this trend to continue as we expand the Horse Racing offering (South African Racing has just been added). We continue to be a very popular betting platform for US Sports with MLB, NBA, NFL and NHL offering deep liquidity and the best odds in the business

Are there any new sports, markets or innovations that Matchbook have introduced over the past year to be aware of?

In the last 12 months we have moved our Tennis and Soccer offering to the BetGenius platform. This has allowed us to offer more markets for both pre-game and in play. It has also allowed us to massively increase our live offerings in these sports. For Tennis we now offer Doubles and Challenger games dead-ball and in play as well as every ATP and WTA event. In Soccer we now offer a huge amount of live games from around the world every day.

We also launched the insights section recently which is a very useful tool designed to educate customers on how to be successful on a betting exchange. In addition to this we also produce a weekly [podcast](#) featuring experts in the betting world which has proved a huge hit for our followers.

The key for any betting exchange is the amount of money traded on it - AKA the 'liquidity'. Specifically, on football, how has the liquidity grown over the past 12 months both in pre-game and in-play markets?

Liquidity has increased overall for Matchbook in soccer due to an increase in client base, increase in market makers and an overall increase in market offering for soccer. The average amount of markets per game for soccer has increased from 6.86 in Q2 2016 to 11.7 for Q2 in 2017. This is expected to increase massively again in Q3 with a projected minimum of 25 handicap and total lines on offer for the major leagues. The increased offering and options has facilitated extra liquidity on site by attracting more customers and market makers.

One of the most popular markets on Matchbook for football fans are Asian Handicaps, especially for UK punters unable to bet with Asian bookmakers. How do your Asian Handicap odds compare to the large Asian bookies?

Matchbook's set-up is very similar to Asian books in that we offer half-ball, whole-ball and quarter-ball (popular in Asia) type markets. Matchbook's odds on soccer has been consistently strong over the last few years and we were best priced for soccer in 2015 as per [oddschecker.com](#)

Briefly touching on other sports - in 2016 you launched Horse Racing on the Matchbook platform. How has the liquidity grown there and what markets do you offer?

As well as the typical Win market, we offer Place markets on all races. We also offer ante post betting, top jockey & top trainer markets for the bigger festivals. As for liquidity we are always growing as we constantly offer industry best prices in our markets. As mentioned already we recently launched South African racing and we will be expanding our international offering even more in the near future.

Do you have any plans to introduce in-play betting for Horse Racing on Matchbook?

We have trialed in play betting on Horse Racing a few times so far, and it will be eventually offered consistently once our in house technology is implemented fully. It is hoped once this is in place it will take our Horse Racing offering to another level!

Can you explain the commission fees for using Matchbook and how they work?

Because Matchbook is a betting exchange, we offer our users the chance to bet against each other while in a traditional sportsbook you would be betting against the shop. As a result, Matchbook provides the platform on which users can place these bets and takes a small commission fee when doing so. Our current commissions fees are: 1.5% for Matched bets and 0.75% for Posted Offers. You can find out more about commission [here](#):

How do the commission rates and fees change for UK and Ireland customers and why?

Since 2015 laws in both Britain and Ireland require Matchbook to pay an additional 15% tax on all betting exchange commission payments received from its customers to the respective governments. This is generally called the Point of Consumption Tax. Because of this, Matchbook has to factor in the POC tax into our commission rate for customers from the UK and Ireland. This works out at 1.75% for Matched Bets and 0.80% for Posted Offers.

I understand that for most customers, withdrawing money from your Matchbook account is free, yet for some users, there is a fee. Can you explain what this and how this all works?

Each Matchbook account has a payment rating attached. Once this rating is 1.1 or greater, than withdrawals from that account are free. Matchbook prides itself on having the lowest commission rate in the industry, and in order to do that we must keep our processing costs to a minimum. Sometimes a Customer's funding activity will actually cost Matchbook more than betting activity generates. To ensure we keep our commission rates low for everyone, Customers falling into this category are charged a small fee of 2% to cover processing costs based on a payment rating calculated for each Matchbook account.

To make sure the charge is fair and consistent, all relevant funding, play and fee details are taken into account to calculate the payment rating.

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I hope you have enjoyed this free Secret Betting Club report as much as I have putting it all together.

If so, why not consider a full Secret Betting Club membership, where you can receive full updates and magazines of this quality each month.

Don't forget either that membership to the Secret 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 with everything to gain and nothing to lose.

Best regards,

Peter Ling
Secret Betting Club Owner/Founder

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