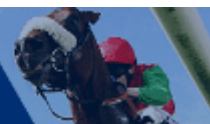


**MVS LITE**  
**EASY TO FOLLOW PROFITABLE RACING TIPS**



[MVS Lite](#) is an exceptional racing tipster service from Kieran Ward, designed exclusively for Secret Betting Club members and with a tremendous record of proofed success since 2011.

Historically, it has generated 241 points profit at a ROI of 8.72% from 2814 bets, all from bets priced between 7/4 and 3/1 and proofed to us at SBC.

To help explain more about the service, Kieran was good enough to answer a series of our questions on MVS Lite, what it is and exactly how it can help you make money betting!

[Sign-up for MVS Lite today](#)

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**SBC: So the big news is your fantastic MVS Lite service. Can you tell us all about what is on offer here?**

Kieran: MVS Lite is a horse racing value service that provides an average of 2 to 3 solid, shorter priced selections each morning. These selections have been carefully chosen from those given out on the wider Morning Value Service for both for their strike rate/lower price. This allows them to be backed to higher stakes with greater confidence.

**SBC: Why did you feel the need for the MVS Lite service and what kind of punter do you think it will appeal to?**

I get a lot of enquiries from punters who would like to follow my Morning Value Service each day but who, for whatever reason, are unable to follow a high turnover service that requires you to be in front of your computer for 20 to 30 minutes each morning.

This led me to thinking about ways I could offer an easier to follow service with a greatly reduced workload. Hence MVS Lite!

**SBC: Do you think that because it advises bets later in the day it is well suited to gamblers worried about difficulties getting on?**

I think it will definitely be suited to people who have concerns about getting on. The prices on these are short and they are normally 1<sup>st</sup> or 2<sup>nd</sup> favourites – meaning prices will stand up for longer and there will also be reasonable liquidity on the exchanges.

**SBC: What time will bets be supplied and how many days a week will they be advised?**

I will send bets between 10.30am and 10.45am each day and there will be a bet most days apart from Sundays. The number of bets will vary each day from none up to 6 or 7. However, the average will be 2 to 3 bets each day.

**SBC: How will you send out the bets?**

I will send the bets in a single email plus they will also be posted in a members area as a back up for those who prefer to access them in this way.

**SBC: The MVS Lite service effectively provides shorter-priced bets taken from your existing high-volume Morning Value Service. How exactly do you identify these shorter priced bets every day?**

I identify these selections in exactly the same way as I do all the MVS bets. I'd prefer not to go into a great amount of detail here as I've refined my selection process to such a degree that it is almost entirely systematized. In broad strokes, my preparation involves applying stats to every race in an effort to identify runners that I think are unlikely to win.

This enables me to reframe the prices and identify those that I think are at a value price.

I then analyse the betting markets in the hour before I release the bets to identify where the betting markets are developing in a way that supports my opinion.

**SBC: How then did you build the back-tested record for the MVS lite service? Obviously these were all originally advised in the MVS main service, but what rules did you apply to build up the results spreadsheet for the 'Lite' bets?**

The rules remain exactly the same as for all the MVS selections with the addition of some price filters to increase strike rate and reduce the number of bets. Those price filters are all bets priced from 2.75 to 4.0 (7/4 to 3/1). Those prices represent a sweet spot balancing number of bets with a high strike rate and an ROI that reflects that produced overall by MVS.

**SBC: Based on your record so far, you have generated a 8.72% ROI from 2814 bets, is this what members can expect long-term?**

I think it's reasonable to assume that long term these selections will perform at that level. There will of course be substantial variance in the short term as with all these things!

**SBC: How about bank growth? That is more important than ROI for many punters. What kind of figures are you looking at?**

We are advising that members use a 90-point bank so averaged out over the 5 years covered by the data, we would be looking at Annual ROC of between 50 to 60%. That's before you consider the Evening tips and doubles profits...

**SBC: I'm glad you mention those 2 final points. First off...You have recently expanded and are now offering tips for Evening racing – your EVS Lite selections. Can you tell me more about that?**

It seems like a logical next step to include them in the service. I've been offering an evening update to my MVS Members since Nov 2011 and I've seen the same levels of profit in the price range 2.75 to 4.0 as with the morning bets

**SBC: What kind of performance does the EVS tips provide and how does this service work?**

It works in exactly the same way as the MVS Lite selections except that they are sent out in an update email 45 minutes before the first race of the evening meeting. Historically profit levels for these selections has been excellent with + 174.06 points profit since Nov 2011. That's come from 1443 bets at an ROI of 12.06%

**SBC: You have also released some details on the profits on offer if backing all of your tips as Double bets - can you explain what you have uncovered?**

The doubles aspect is quite exciting if you wish to utilize these selections in a slightly higher risk/higher reward fashion. When combining the selections into doubles, the strike rate obviously drops but in return, profits are multiplied quite dramatically.

**SBC: Can you rundown what standard of profit you have made historically if following all tips as a double?**

If combining all the morning selections into doubles (where possible to do so), you would have made a profit of +821.46 points.

If you'd done the same with the evening selections, you would have produced an additional +464.87 points.

Overall, doubles profits would have added an extra +1286.33 points of profit.

**SBC: I presume the betting bank advise for following each bet as a win double is different?**

Yes. As the win strike rate drops quite significantly, I recommend a considerably larger betting bank for following the doubles. The worst drawdown historically has been 190 points so 375 points should be more than sufficient to see us through any downturns.

**SBC: What bookmakers do you include when quoting a bet and settling a result?**

I include all of the bookmakers on Oddschecker apart from 32 Red, Racebets, Titan and Winner but, as stated above, there has to be a minimum of two firms offering the price. I never quote a price that is available with less than 2 bookmakers and nearly 70% of bets are available generally (I classify generally as being available with at least 5 bookmakers)

**SBC: You are only offering 6 and 12 month but how long do you suggest someone need be a member for to make the most of the service?**

I think the longer the better with all tipping services. If you are certain that an edge exists, which I am and I think has been proved, you need to give it as much time as possible for that edge to assert itself.

**SBC: The 12 month membership option also comes with a 30 pt profit guarantee. What exactly does this mean?**

This means that if we haven't produced a profit of at least 30 points in the 12 months, then memberships will continue gratis until that 30 points profit has been achieved.

