THE TIPSTER EXPERTS

SMART BETTING CLUB
MAGAZINE

FEBRUARY 2021

ISSUE 122

2 WINNING RACING STRATEGIES
— EXCLUSIVE TO SBC —

#1: THE LUCKY 15 STRATEGY UP OVER 27% ROI HALL OF FAME RATED

#2 HOW TO MAXIMISE TOM SEGAL'S 'PRICEWISE' TIPS

A **MUST-READ** FOR SHREWD RACING BETTORS!

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PREMIUM SERVICES

The SBC Premium Area
Premium Services are additional tipster products and betting guides that we have personally developed for Smart Betting Club members keen to **enhance their betting** from a proven source.

TIPSTER REVIEW UPDATE:
BOOKIE BASHING *RACING TRACKER*

APRIL 2021 UPDATE

Due to the outstanding success of the Racing Tracker strategy from Bookie Bashing, I have penned this short update on its performance since its original review in February 2021. It also includes a piece from Tom Brownlee from Bookie Bashing on a few new tools that have been added to the racing tracker since it was first published that many of you might wish to check out.

You can read the original review from February 2021 after this update piece to discover more on all aspects of this service including the 50% discount now available to Smart Betting Club members.

LUCKY 15 STRATEGY UPDATE PART 1

In the original review, I outlined the performance of a Lucky 15 strategy utilized when following the service over an initial 10 week period. This totaled 405 bets and ensured a profit of 6198.33 at 27.26% ROI.

Week 🔽	Lucky15s	Profitable L15s	Stakes	P/L	Success	ROI	Cum P/L	Cum ROI
1	58	11	1,740.00	428.56	19.0%	24.63%	428.56	24.63%
2	60	16	1,800.00	(394.28)	26.7%	(21.90%)	34.28	0.97%
3	32	8	960.00	(100.06)	25.0%	(10.42%)	(65.78)	(1.46%)
4	44	15	2,040.00	3,319.67	34.1%	162.73%	3,253.89	49.75%
5	41	11	2,460.00	1,044.21	26.8%	42.45%	4,298.10	47.76%
6	46	10	2,760.00	1,976.36	21.7%	71.61%	6,274.46	53.35%
7	47	13	4,050.00	(321.08)	27.7%	(7.93%)	5,953.38	37.66%
8	43	10	3,870.00	616.99	23.3%	15.94%	6,570.37	33.39%
9	11	2	990.00	(35.08)	18.2%	(3.54%)	6,535.29	31.62%
10	23	3	2,070.00	(336.96)	13.0%	(16.28%)	6,198.33	27.26%
Total	**405**	**99**	**22,740.00**	**6,198.33**	24.4%	27.26%		

Fast forward to present day and I have performance to share on this strategy from a further 13 weeks, during which time it has continued to thrive.

You can see the full week by week breakdown in the updated table below with the key figures as follows:

Number of Weeks: 23
Total number of Lucky 15's placed: 717
Number of profitable Lucky 15's: 191 (26.6% strike-rate of profitable to losing bets)
Total Staked: 43,329.90
Total Profit: 11,979.02
ROI: 26.6%

Week 🔟	Lucky15s	Profitable L15s	Stakes	P/L	Success	ROI	Cum P/L	Cum ROI
1	58	11	1,740.00	428.56	19.0%	24.63%	428.56	24.63%
2	60	16	1,800.00	(394.28)	26.7%	(21.90%)	34.28	0.97%
3	32	8	960.00	(100.06)	25.0%	(10.42%)	(65.78)	(1.46%)
4	44	15	2,040.00	3,319.67	34.1%	162.73%	3,253.89	49.75%
5	41	11	2,460.00	1,044.21	26.8%	42.45%	4,298.10	47.76%
6	46	10	2,760.00	1,976.36	21.7%	71.61%	6,274.46	53.35%
7	47	13	4,050.00	(321.08)	27.7%	(7.93%)	5,953.38	37.66%
8	43	10	3,870.00	616.99	23.3%	15.94%	6,570.37	33.39%
9	11	2	990.00	(35.08)	18.2%	(3.54%)	6,535.29	31.62%
10	23	3	2,070.00	(336.96)	13.0%	(16.28%)	6,198.33	27.26%
11	15	5	1,350.00	(0.10)	33.3%	(0.01%)	6,198.23	25.73%
12	30	10	1,350.00	21.93	33.3%	1.62%	6,220.16	24.45%
13	23	8	1,035.00	271.12	34.8%	26.20%	6,491.28	24.52%
14	7	2	330.00	(104.11)	28.6%	(31.55%)	6,387.17	23.83%
15	31	3	1,404.90	(859.42)	9.7%	(61.17%)	5,527.75	19.60%
16	8	2	375.00	(120.31)	25.0%	(32.08%)	5,407.44	18.92%
17	33	9	1,455.00	(10.98)	27.3%	(0.75%)	5,396.46	17.96%
18	32	7	1,590.00	3,069.84	21.9%	193.07%	8,466.30	26.77%
19	20	6	1,710.00	(207.00)	30.0%	(12.11%)	8,259.30	24.77%
20	32	13	2,790.00	1,610.76	40.6%	57.73%	9,870.06	27.32%
21	30	9	2,670.00	131.38	30.0%	4.92%	10,001.44	25.78%
22	24	9	2,100.00	681.58	37.5%	32.46%	10,683.02	26.12%
23	27	9	2,430.00	1,296.00	33.3%	53.33%	11,979.02	27.65%
Total	717	191	43,329.90	11,979.02	26.6%			

These latest results only continue to showcase the excellence of this strategy with a consistent ROI of over 25% and regular profitability.

One key point to note though is the patience required at different points throughout as whilst many might be taken by the overall profits, there have been periods of losing to contend with.

Take for example the period between week 14 and week 17, whereby a loss of 1094.82 was made over the course of 4 weeks and 79 different Lucky 15's.

Taking this a step further, between week 9 and week 17 an overall loss of 1173.88 was made from a total of 181 different Lucky 15's.

This bad run was made up in style during week 18 when a profit of 3069.84 was generated and between weeks 19 and 23 a further 3512.72 was made.

So as powerful and profitable as this strategy is – it only works like so many other winning approaches with a degree of patience and discipline.

You can read more on this strategy and its approach in the full review from February 2021 that follows this update.

LUCKY 15 STRATEGY UPDATE PART 2

In this update I also wanted to share the progress from another bettor who has been following a similar Lucky 15 strategy since the end of November 2020.

This bettor is actually a friend of mine who having lost his job during the Covid-19 pandemic had time on his hands and a small bankroll to bet with. I spoke to him about the potency of this Lucky 15 strategy, explained how it all worked and advised on how best to make it work for him. Even as a relatively inexperienced 'advantage bettor' he soon got to grips with it.

He started with relatively small stakes to begin with as he familiarized himself with it all in action and then raised them long-term to the figures you see below.

In early April 2021 and as part of this piece, I asked him if he would mind sharing his profit figures and overall progress since he began, which he was only too happy to do. Below you can see the full breakdown of his approach.

In total, he has made a £8,402.02 profit across the 3 bookmakers he has used during this period. The majority of profit came from 2 of the firms, 1 of whom subsequently restricted his stakes after a good run of form. The other 2 bookmakers continue to allow him to bet without issue.

All 3 Bookmakers Combined
Starting bankroll: £2000
Stakes: Between £42 and £48 per bet
End bankroll: £10,402.02
Total Profit: £8,402.02

Bookmaker 1
Starting stake: £500 (Late November 2020)
Stakes (EW): Between £42 and £45 per bet
Current balance: £748.72

Bookmaker 2
Starting stake: £500 (January 2021)
Stakes (EW): Between £42 and £48 per bet
Current balance: £6,224.48

Bookmaker 3
Starting stake: £1000 (Late November 2020)
Stakes (EW): Between £30 and £42 per bet
Amount withdrawn: £3,428.82 (9/1/2021)
N.B. stakes limited to c.18p

NEW ADDITIONS TO THE RACING TRACKER

Mindful of the constant development of each of the tools and trackers at Bookie Bashing I invited Tom from the site to pen a short piece on 3 new additions to the site since SBC's review in February.

Over to Tom…

Hi Pete, There are the three updates we have had to the Horse Racing Tracker since your original review. They are:

- BB Algo
- Horse Race Meetings
- System Bets Calculator

The BB Algo

There are times when there is just not enough data available to calculate the place odds in a horse racing and this particularly affects those races where bookmakers are offering exceptional extra places.

For example, a bookmaker may offer to pay out each way bets up to 7 places on a big race at Cheltenham and there may not be an equivalent '7TBP' market at Betfair or via Best Book Prices (BBP).
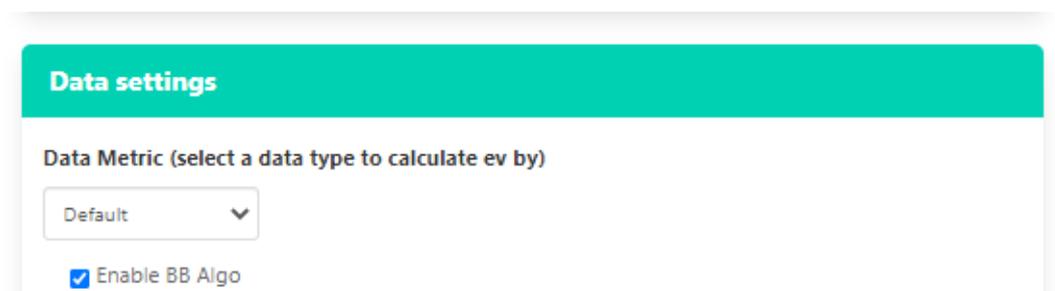
This makes it difficult to calculate an estimating value rating for each horse. To address this problem, we have carried out an extensive historical study covering all UK and Ireland races since 2007.

We analysed the finishing positions of 1,512,665 horses and categorised them by number of horses in each race. We then further split the data into SP Bands. By analysing these subsets we can make an empirical judgement that a horse with odds of 13.5 to win in a 16 horse races will have finished in the top 4 28% of the time. This allows us to fill in the gaps when a better metric isn't available.

- Benefits – we can now estimate EV under exceptional circumstances using historical data.

- Limitations – the algorithm does not consider field composition. There may be an unusually short favourite, or 8 of the horses may be priced at 500/1. Each race composition has an effect on the probability of the horses placing, and the more unusual the composition of the race the larger the affect. This variable is not currently considered by the BB Algo (although we hope to address it in the future). For this reason the Algorithm should be used for highlighting value but **members should still make their own assessments** as to whether these horses should be included on their bet slips - as they should with all bets.

Horses on the tracker that are using the BB Algo will show the lowest level of confidence so they can be picked out at a glance from the tracker.

The BB Algo can be turned on under Settings:

Horse Race Meetings Tool

Something else new at Bookiebashing is the race meetings tool, which can be found from within the race tracker itself or via this direct link.

This tool estimates fair prices in a large number of markets all related to Race Meetings - from favourite performance to jockeys to win x races. The software tracks live prices on the Betfair exchange and summarises it for the user.

The tool does not find value bets at the bookmakers. It is to be used by those who would like to explore value for themselves. For those of you who like to delve into these to seek out value of your own we have a relatively new tool for you to play around with.

- **Who is it for?**

This is for advantage players who seek out race meeting edges at bookmakers and at the spreads sites.
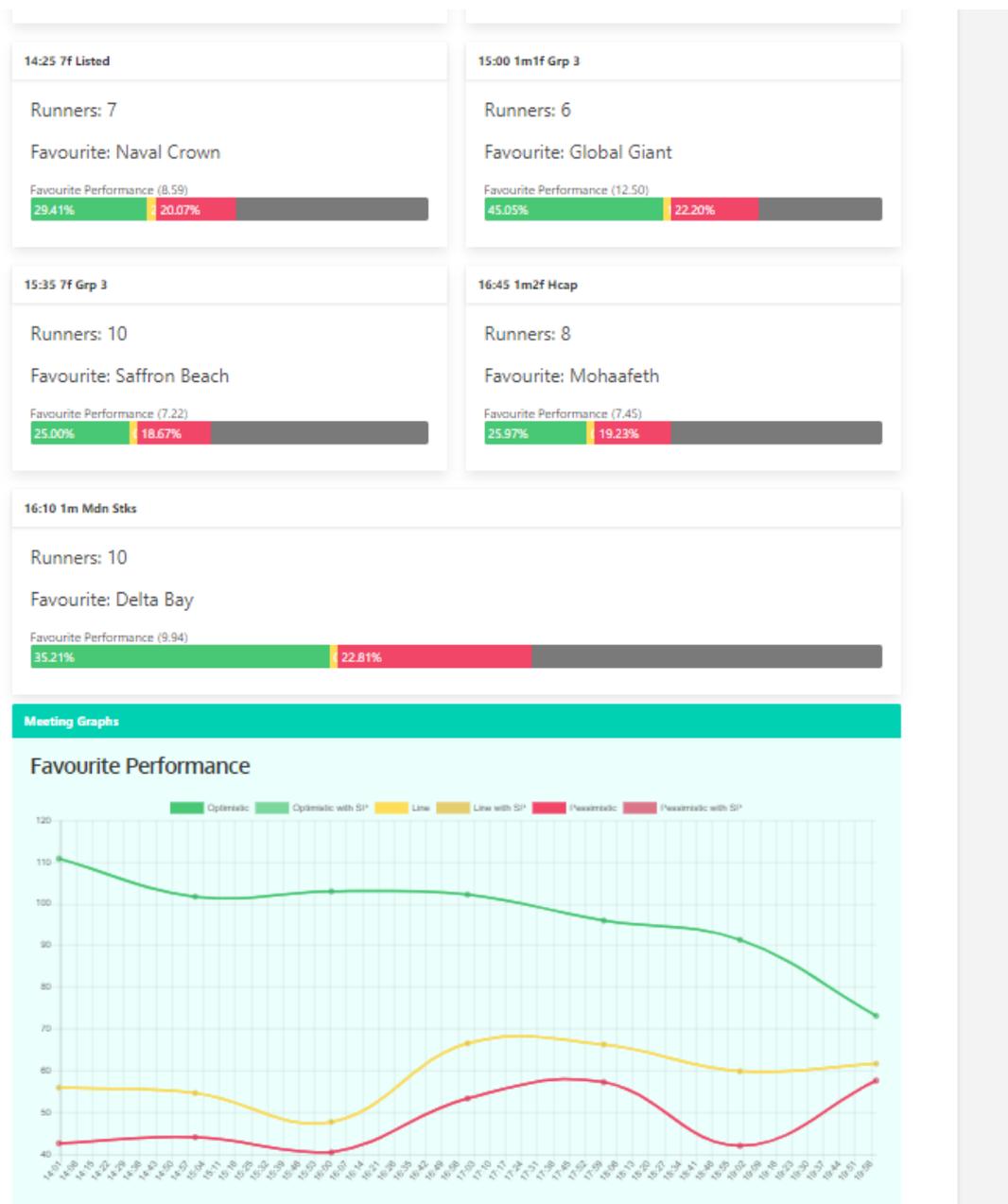
- **What does it do?**

The software tracks prices on the Betfair exchange and summarises it for the user. There is a plethora of live data available from favourite performance to jockeys to win x races. Each data set is described below.

- **What does it not do?**

The tool does not find value bets at the bookmakers. It is to be used by those who would like to explore value for themselves.

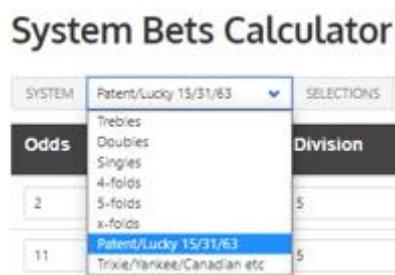You can see some images of the tool in action below:

System Bets Calculator

I also want to highlight the System Bets Calculator Tool now available on site as its another way to work out extra value from your racing bets.

For example – some bookmakers offer a concession whereby they pay "***Double or Treble Odds for a Single Winner***". This is an extremely generous concession and should be sought out for an advantage and the calculator can help you work out how exactly how to do this. For example, a Lucky 15 bet from the tracker with 4 Horses each under 100% EV can still be a very decent bet if getting double or triple odds for a single winner.

Such bets have become a favourite of many long term members in search of consistent profits and possibly even a huge pay-day. It's not just long term members though - a new member joined us recently and placed a series £1 E/W trebles and 50p E/W four-folds on 7 horses and got four winners and two places - earning £4,500 just before Cheltenham. This is a great way to cover multiple permutations whilst compounding value across races.

Examples of The Systems Bet Calculator At Work

The Systems Bet Calculator calculates £Returns and %EV from Singles, Doubles, Trebles, 4-folds, 5-folds, x-folds, Patent/Lucky 15/Lucky 31/Lucky 63s, Trixies, Yankees, Canadians and all types of System Bets.

We place multiples for a number of reasons:
1. Placing Singles on +EV horses is more likely to stand out as an Arbitrage Player
2. By Compounding EV we maximise our returns
3. We can take unluck the huge EV in Bonuses such as "All Winners Bonuses" and "Bonus for a Single Winner"

Example (1) – An Each Way Lucky 15 Bet with four +EV horses from the tracker

I have filtered the horse racing tracker by Betfred in the image below:

Runner	C.	EV	Odds	N.Odds		Win F.Odds	Place F.Odds	Places	Terms	Race	Books	OC Update
Angel Mill		123.52	51.00	40.80		60.70	6.75	4	1/5	16:40 Kempton	Fred	26 seconds ago
Nicky Baby		111.12	19.00	16.88		21.70	3.42	4	1/5	20:15 Kempton	Fred	27 seconds ago
Massaman		110.35	26.00	23.34		31.86	4.31	5	1/5	16:55 Leopardstown	Fred	59 seconds ago
Diese Des Bieffes		109.08	17.00	15.40		19.50	3.21	4	1/5	15:50 Cheltenham	Fred	26 seconds ago
Vocito		107.48	13.00	11.95		14.32	2.74	5	1/5	16:55 Leopardstown	Fred	59 seconds ago
Wee Pablo		105.94	29.00	27.27		39.40	5.79	4	1/4	18:00 Leopardstown	Fred	41 seconds ago
Hanoverian King		105.82	17.00	15.95		19.64	3.36	4	1/5	16:40 Kempton	Fred	26 seconds ago
Winds Of Fire		103.29	11.00	10.59		12.25	2.57	4	1/5	14:40 Cheltenham	Fred	1 minute ago

By placing the top four horses into an Each Way Lucky 15 I have a betslip with an EV of 130.9%. If I was placing singles, I would only be getting 109-123% EV. This is down to the compounding nature of EV when placing multiples.

My 4 horses are Angel Mill (50/1), Nicky Baby (18/1), Massaman (26/1) and Deise Des Bieffles (16/1)

We can add 4 +EV horses to a Lucky 15 – however a mixture of +EV and -EV horses can still return a +EV betslip. The calculator can be used to gauge the effect on EV.

Example (2) – An Each Way Lucky 15 Bet with four -EV horses from the tracker and a 3 x Single Winner Bonus

Many bookmakers offer a bonus if you only get a Single Winner in your Lucky15/31/63 and the rest lose (or place). An example is Betfred below, where they pay 5X the odds on one winner in a Lucky 63, 4 X the odds on one winner on a Lucky 31 and 3X the odds on a winner in a Lucky 15.

This bonus increases the EV of a Lucky 15/31/63 by a huge amount. Below is a screenshot of four -EV horses. Despite all four being in the 96-99% EV range, the EV of the betslip is 111.75% due to the 3 x odds paid out on a Single Winner.

Example (3) – An Each Way Lucky 15 Bet with four -EV horses from the tracker and a 25%$ All Winners Bonus

Some bookmakers offer a bonus on top of a Lucky 15/31/63 if all horses Win. Below is an example from Betfred.

This bonus can be used to increase the EV of a System Bet. Below is an example of two +EV horses and two -EV horses in a betslip with a 10% All Winners Bonus paid out if all four come in.

System Bets Calculator

| SYSTEM | Patent/Lucky 15/31/63 | SELECTIONS | 4 | EACH WAY | YES |

Odds	Place Division		EV	FAIR ODDS		Outcome			Note/Description
2	1/	5	101	%		WIN	PLACE	LOSS	If you dare
11	1/	5	111	%		WIN	PLACE	LOSS	Stately Home
7	1/	5	99.4	%		WIN	PLACE	LOSS	The Domino Effect
6	1/	5	98.68	%		WIN	PLACE	LOSS	Java Point

| STAKE PER BET (£) | 2 | | ODDS | DECIMAL | FRACTIONAL | AMERICAN |

| BOOKMAKER MAXIMUM PAYOUT (£) | 1000000 | | SINGLE WINNER BONUS (MULTIPLE) | 0 | | ALL WINNERS BONUS (%) | 10 |

Total Bets	Perfect Return	Actual Return
30	£4616.66	£58.32
Total Stake	**EV**	**Profit/Loss**
£60	106.10% (£3.66)	£-1.68
	From Bonuses	
	£0.45	

ORIGINAL REVIEW: PUBLISHED FEBRUARY 2021

TIPSTER REVIEW: BOOKIE BASHING *RACING TRACKER*
REVIEWER: PETER LING DATA ANALYSIS: MARK KEMP

BRILLIANT RACING TOOL FOR MAKING SERIOUS PROFITS

NAME:	Bookie Bashing Racing Tracker	EMAIL:	support@bookiebashing.net
WEBSITE:	http://bookiebashing.net/	TWITTER:	@bookiebashnet
BET DELIVERY:	Email/Online access	COST:	£69 per month
BET FREQUENCY:	Everyday	SBC DISCOUNT:	Save 50% on your first month via SBC – details below

BET SUPPLY TIME:	Majority of action the morning/early afternoon of racing
LANGUAGE:	English

BOOKMAKERS:	**Essential:** Bet365, Skybet, Betfred, William Hill, **Recommended:** Bet Victor, Ladbrokes, Paddy Power, Unibet & any and all racing accounts you have available.
EXCHANGES:	Not applicable

SERVICE SNAPSHOT

- Exceptional strategy to identify each way value in the horse racing market.
- Works well with several bookmakers including Bet365, Skybet, Betfred and William Hill.
- Best used in conjunction with a multiple betting strategy to ensure account longevity.
- Lucky 15 betting strategy made a 27% ROI over a 10 week period and more than 400 bets placed.
- The use of certain filters based on value and odds can make a big difference to your profits.
- Highly recommended for those of you with the time and bookmaker accounts to make it work
- 50% discount available on Bookie Bashing for SBC members.

KEY INFORMATION

The Bookie Bashing service is a unique website designed for 'Advantage Players' with a series of tools, strategies and guides on how to make a profit betting.

In SBC 119 we covered their exceptional Golf Tracker product and we return here with an intensive look at another product they offer – the Racing Tracker.

To access all Bookie Bashing content and services such as the Racing Tracker, a subscription is required, which you can take up for just £69 a month via this link: https://www.bookiebashing.net/sign-up/

Smart Betting Club members can save 50% on your first month with Bookie Bashing – enjoying a saving of £34.50 exclusive to the service. This discount is available once per customer and to new Bookie Bashing members only.

To take this 50% discount up – simply email SBC via pete@smartbettingclub.com with the subject **'Bookie Bashing 50% Discount'** and we will send on a special discount code for you to use.

The focal point for this review is the Bookie Bashing 'Racing Tracker' which is a service we have been tracking and using across the SBC team for several months now.

We are HUGE fans of this service and in this review, we outline both the theoretical and practical reasons as to why we firmly advocate it for those of you with the time and bookmaker accounts available to make it pay.

The Racing Tracker in its simplest form looks for horses that offer value if betting with a bookmaker each-way.

It is vitally important that all readers understand that every bet we refer to in this review or that you take on the racing tracker has to be struck each way and with a bookmaker.

Bookie Bashing present value by what they term EV or Expected Value bets and in the simplest form – anything over 100% is compared to have **'Positive Expected Value'** or **+EV** for short. The goal therefore is to take any bets that are +EV as if you take enough of these, over the long-term you will make a profit.

Think of +EV as if someone offered to pay you £1.05 every time a coin landed on heads, yet where you had to pay them £1 if it lands on tails.

You may well get a sequence of 10 coin flips with 8 tails and 2 heads where you are out of pocket. Yet over a large data sample- say over 1000 coin flips you would expect a 50/50 split (or near enough) and if following that trend, you would be £25 in profit overall.

A +EV bet is not a guarantee an individual bet or coin flip will win but taken over the long-term and enough betting 'action', you will demonstrate a clear edge and profit.

How The Racing Tracker Finds Expected Value

The Racing Tracker finds +EV by comparing the Betfair win and place market prices with the equivalent value in placing a bet each-way with a bookmaker.

Where liquidity is low in the Betfair market, it uses the bookmaker best price and adjusts for overrounds to make a value calculation. You can read a lot more on the mathematics behind the Racing Tracker via this page including a video on how it works.

Mindful of the fact there is a lot to unpack and explore with the Racing Tracker, we have also recorded this walkthrough of using it live that you can now watch on YouTube.

Bookie Bashing Racing Tracker Overview - SBC Members Walkthrough

THE RACING TRACKER IN ACTION

With racing taking place every day in the UK and Ireland (weather permitting) you can use the Racing Tracker as little or as often as you want in line with the time you have available.

For an average weekday, the tracker starts to evaluate and compile value from late each evening, yet it is the morning of racing that the number of +EV selections start to appear in greater number.

This changes ahead of race days with a lot of meetings taking place so for example on a normal busy Saturday, you will find a lot more +EV racing selections, especially if bookmakers start to offer generous place terms or enhanced odds.

As per finding +EV and the service in general - the more you put into using the racing tracker, the more you will get out of it.

This is because what constitutes a value bet at 9am will be different at 9.30am as the market and odds adjust, therefore if logging in several times a day, you increase the number of bets you can take and place, bookmaker dependent.

This means that you will find different horses at different value prices depending on when and how often you login.

Therefore 2 users of the Racing Tracker might well back different horses for the same race depending on what odds were available when they logged in.

Generally, you will find there are some horses that most people will be able to take, especially for those bets that stay value for a longer period of time. Yet for others the +EV might only be available for a short period. It really depends on how often you login and how many bets you place or are willing to take as to how many 'value horses' you will snaffle.

The screenshot below provides an example of the tracker in action from a recent race day.

Here I have 4 EV+ selections as available with the bookmaker, Skybet. Nusra is 28/1, Cabaret Queen is 18/1, Bells of Peterboro is 11/1 and Rafiot is 9/4.

Those of you following the Lucky 15 strategy as outlined later in this review, might want to place these 4 in the same bet as you have a nice mix of odds and races.

Runner	C.	EV	Odds	N.Odds	Places	Terms	Race	Books
Nusra		108.27	29.00	26.61	3	1/5	16:30 Gowran Park	Skybet 3 1/5 108.27% 29.00 6.60
Cabaret Queen		104.63	19.00	18.04	6	1/5	15:25 Gowran Park	Skybet 6 1/5 104.63%
Bells Of Peterboro		102.30	11.00	10.70	4	1/5	15:35 Fakenham	Skybet 4 1/5 102.30% 11.00 3.00
Rafiot		102.13	3.25	3.16	2	1/4	15:20 Southwell	Skybet 2 1/4 102.13% 3.25 1.56

Drilling into the top two in this image, we can see Nusra has advised odds of 29.0, which is value compared to what Bookie Bashing consider to be the accurate or 'Neutral' odds of 26.61. As we are betting eachway, they also include the place terms

Runner	C.	EV	Odds	N.Odds	Places	Terms	Race
Nusra		108.27	29.00	26.61	3	1/5	16:30 Gowran Park
Cabaret Queen		104.63	19.00	18.04	6	1/5	15:25 Gowran Park

Finding what to bet on is really as simple as that as the EV changes in reaction to the markets and how the odds on offer adjust. Therefore, the more you login, the more chance you will grab +EV on more bets.

BOOKIE BASHING SAMPLE RESULTS

The first port of analysis is the breakdown of what happens if you back each +EV selection as a single each way bet as put forward at 11am and 2pm every day.

These are taken against prices offered by 6 bookmakers: Bet365, Betfred, William Hill, Ladbrokes, Skybet and Paddy Power, although its important to mention that the racing tracker will work with any bookmaker offering each way prices on UK and Irish horse racing.

You can view and download these results for yourself at https://www.bookiebashing.net/strategies/horse_racing_tracker_results/

Before we analyse these results, its important to make clear a couple of key points.

Firstly – these are all results in theory only and no-one is going to claim everyone will match them exactly. To do so, you would need to logon at 11am and 2pm every day and place these exact same bets with the exact same bookmakers at the exact same odds.

As we state earlier - any 2 people using the race tracker might well have different bets based on when they login and the bookmakers they have available.

What these results do give us is an indication of performance levels and to what level the racing tracker has an edge.

We crunched the numbers on each of the 6 bookmakers and below you can view an individual rundown of each if taking every bet considered +EV between August and December 2020.

Bookmaker	Bets	Strike	Stakes	P/L	ROI
Ladbrokes	873	27.49%	45311.13	379.47	0.84%
Bet365	1917	26.55%	90387.01	9295.27	10.28%
Betfred	807	30.98%	48156.25	3912.50	8.12%
Paddy Power	828	29.23%	49259.54	5323.74	10.81%
Skybet	1191	29.39%	66292.05	1350.88	2.04%
William Hill	814	28.75%	42610.17	(325.84)	(0.76%)

A few things to note from this table…

- The staking is based on winning £200 per bet. So you would have £10 on a 20/1 bet and £20 on a 10/1 bet and so on.
- Bet365 are the most populous bookmaker in terms of the number of +EV selections that are generated. This is a function of their usually generous odds in comparison to other bookmakers.
- Skybet are next best – especially as they offer extra place races on a regular basis.

In terms of monthly performance during this analysis period, you can see how this broke down in the table below with a steady profit in each of the full months evaluated.

Monthly summary

Month	Bets	Stakes	P/L	ROI
August 2020	233	12384.53	4602.43	37.16%
September 2020	1840	90127.37	4525.18	5.02%
October 2020	1578	83698.00	8446.21	10.09%
November 2020	2292	127970.76	3116.09	2.44%
December 2020	487	27835.49	(753.89)	(2.71%)
Total	**6430**	**342016.15**	**19936.02**	**5.83%**

UNIQUE PERFORMANCE ANALYSIS

As you run the tracker, you will often find that several bookmakers are offering the same odds on the same horses and so you get duplication of +EV on these horses.

This is a function of modern day bookmaking as many firms mimic each other's odds and it is not unusual to see only Bet365 and Skybet standing out and offering different prices to the rest. A +EV bet with Betfred is often also value with Paddy Power, Betfred, Ladbrokes and William Hill for example.

Therefore our next step was to run this analysis based on unique bets only, whereby a horse is only included once in our results. This reduced the number of bets taken down from 6430 to 3489 and produces the following table.

Monthly summary

Month	Bets	Stakes	P/L	ROI
August 2020	144	6561.02	2166.67	33.02%
September 2020	1062	44012.10	963.02	2.19%
October 2020	885	41082.35	3764.89	9.16%
November 2020	1157	61904.83	438.52	0.71%
December 2020	241	13098.15	537.53	4.10%
Total	**3489**	**166658.45**	**7870.63**	**4.72%**

Finally our next step as part of this initial analysis was to evaluate performance on all unique bets if betting at level stakes, rather than to win £200 on each bet.

This then dramatically increased the ROI from these 3489 bets up from 4.72% to 15.26%, although is something that also increases the variance. Simply because you are staking the same amount on a 5/1 bet as you might a 50/1 bet with this approach and realistically this is not something we would advocate.

Monthly summary (level stakes)

Month	Bets	Stakes	P/L	ROI
August 2020	144	144.00	17.88	12.42%
September 2020	1062	1062.00	102.57	9.66%
October 2020	885	885.00	301.26	34.04%
November 2020	1157	1157.00	25.09	2.17%
December 2020	241	241.00	85.69	35.56%
Total	**3489**	**3489.00**	**532.49**	**15.26%**

FURTHER ANALYSIS

Reverting back to our staking to win £200 and exploring these 3489 unique bets we then crunched the numbers further by exploring how performance stacked up based on other variables.

Starting with weekday analysis, which although based on relatively small samples, does indicate how Saturday is usually the busiest day, followed by Friday.

As yet we have seen no conclusive evidence that certain days are more profitable than others, yet if you were going to pick and choose certain days to get involved – Saturdays would be top of the pile.

Weekday summary

Day	Bets	% Volume	Strike	Stakes	P/L	ROI
Monday	419	12.01%	26.49%	21603.62	1486.60	6.88%
Tuesday	455	13.04%	29.23%	22523.70	161.93	0.72%
Wednesday	478	13.70%	25.31%	24686.71	(3441.20)	(13.94%)
Thursday	447	12.81%	29.98%	22973.02	3786.70	16.48%
Friday	512	14.67%	25.78%	24483.23	(743.02)	(3.03%)
Saturday	826	23.67%	26.76%	34268.69	3253.10	9.49%
Sunday	352	10.09%	31.82%	16119.48	3366.52	20.88%
Total	**3489**	**100.00%**	**27.63%**	**166658.45**	**7870.63**	**4.72%**

We also explored the performance of +EV bets when breaking them into odds bands, whereby you can see the increase in ROI and profitability once you get into those priced 19.01 and above.

This also helps to illustrate where the majority of profit likes with this service – on bigger priced horses in general, although there is a steady edge and ROI between 7.51 and 13.0 for example.

Odds banding

Band	Bets	Stakes	P/L	ROI
Up to 7.50	727	98896.86	332.05	0.34%
7.51 - 13.00	852	36261.11	1309.43	3.61%
13.01 - 19.00	575	14795.43	281.26	1.90%
19.01 - 30.00	633	11002.61	4934.68	44.85%
30.01 - 40.00	187	2270.59	(110.91)	(4.88%)
40.01 - 50.00	133	1330.00	105.00	7.89%
50.01 - 76.00	214	1492.08	756.22	50.68%
Over 76.00	168	609.77	262.90	43.11%
Total	**3489**	**166658.45**	**7870.63**	**4.72%**

This is also backed up by the staking comparisons below as the best performing bets are those at bigger odds, whereby you are staking tmost on them as per the quest to win £200 on each bet.

Staking

Stake	Bets	Volume	Stakes	P/L	ROI
0-10	382	10.95%	2101.85	1019.12	48.49%
10-20	746	21.38%	10463.20	2598.77	24.84%
20-30	782	22.41%	18935.43	2611.26	13.79%
30-40	319	9.14%	11062.53	119.71	1.08%
40-50	296	8.48%	12579.50	1473.05	11.71%
50-60	237	6.79%	12619.08	(283.33)	(2.25%)
>60	727	20.84%	98896.86	332.05	0.34%
Total	**3489**	**100.00%**	**166658.45**	**7870.63**	**4.72%**

We also looked at if there was any difference in performance based on the number of horses you backed in a race. This is because on certain races, especially the big Saturday handicaps, you find that the likes of Skybet offer better terms. For example they might offer to payout on the first 6 horses home rather than the first 4 – something which can throw up several +EV bets – all in the same race.

The table below informs you as to the performance levels if backing just 1 horse in the same race, down to what happens if you backed 6 or more in the same race. As you can see there is no real major difference, so the logic indicates if a horse is value, take the bet, even if you have to take multiple bets in the same race.

Coverage summary

Backed	Races	% Volume	Stakes	P/L	ROI
1	705	46.17%	30801.47	3556.29	11.55%
2	379	24.82%	39765.38	(228.04)	(0.57%)
3	201	13.16%	33836.42	1549.14	4.58%
4	106	6.94%	23465.74	253.76	1.08%
5	62	4.06%	13953.25	1055.50	7.56%
6 and above	83	5.40%	24836.19	1683.98	6.78%

Total	**1536**	**100.56%**	**166658.45**	**7870.63**	**4.72%**

THE BIGGEST DIFFERENCE: EV BANDS

The biggest finding we established from our number crunching was based on the level of EV that any given bet put forward.

First of all we grouped the EV into bands, where we found a pattern of increased ROI and profits as we go up the EV scale. This was the first indicator to suggest that those between 100 and 104% we should approach with trepidation.

Below you can see the full breakdown of how the profits and ROI go up as the EV increases.

EV Banding summary

EV	Bets	Wins	Strike	Stakes	P/L	ROI
100-104	2003	575	28.71%	125778.91	(640.91)	(0.51%)
104-108	832	237	28.49%	28074.96	3972.04	14.15%
108-112	323	87	26.93%	7628.98	2861.18	37.50%
112-116	142	31	21.83%	2763.52	516.97	18.71%
116-120	74	21	28.38%	1233.28	1025.20	83.13%
>124	115	13	11.30%	1178.80	136.15	11.55%
Total	**3489**	**964**	**27.63%**	**166658.45**	**7870.63**	**4.72%**

Taking this all a step further, you can also view below a table courtesy of Bookie Bashing which breaks down performance from their own records across all 6 bookmakers at stakes to win £200.

This features a larger data sample then our record above (5397 unique bets) and backs up how the ROI grows in line with the EV across each percentage point incrementally.

Note that EV has been rounded down, so 100.9 is rounded down to 100.

All Bookies Level Liability Staking (win £200)				
EV %	Bets	Staked	Profit/Loss	ROI
100	1078	£85,399.81	£(6,868.59)	-8.04%
101	947	£64,110.44	£1,310.81	2.04%
102	671	£36,127.45	£3,133.50	8.67%
103	502	£25,521.58	£7,004.60	27.45%
104	415	£17,312.46	£1,314.33	7.59%
105	324	£11,905.30	£(503.22)	-4.23%
106	264	£7,482.34	£2,157.93	28.84%
107	212	£5,005.95	£3,845.80	76.82%
108	158	£3,886.59	£1,952.24	50.23%
109	107	£2,154.84	£438.17	20.33%
110	105	£2,349.92	£911.31	38.78%
111	89	£1,713.00	810.66	47.32%
112	67	£1,139.19	£305.22	26.79%
113	53	£1,250.67	£749.38	59.92%
114	49	£1,096.32	£100.29	9.15%
115	40	£719.26	£474.25	65.93%
116	40	£957.74	£1,229.05	128.33%

117	28	£557.45	£(205.69)	-36.90%
118	27	£ 389.43	£466.92	119.90%
119	32	£347.55	£457.37	131.60%
120	18	£210.67	£(105.67)	-50.16%
121	11	£91.18	£46.32	50.80%
122	12	£133.18	£(85.18)	-63.96%
123	7	£89.28	£168.72	188.97%
124	12	£175.17	£208.83	119.22%
125	6	£38.20	£(38.20)	-100.00%
126	7	£63.65	£(63.65)	-100.00%
127	4	£69.62	£(12.95)	-18.60%
128	10	£133.74	£ (21.24)	-15.88%
129	5	£30.24	£28.85	95.39%
130	10	£71.59	£(17.59)	-24.57%
131	8	£33.60	£(33.60)	-100.00%
132	9	£92.16	£(92.16)	-100.00%
133	3	£6.00	£(6.00)	-100.00%
134	5	£49.89	£(49.89)	-100.00%
135	8	£44.18	£(44.18)	-100.00%
136	3	£35.30	£(35.30)	-100.00%
137	0	£0	£0	-
138	6	£47.00	£(47.00)	-100.00%
139	1	£20.00	£(20.00)	-100.00%
140	44	£435.86	£463.43	106.32%

This table highlights how at between 100% and 101.9% EV the service makes a relatively large loss, but at 102% and beyond, the profitability starts to stack up.

The overall profitability only reduces at higher EV levels as there are significantly less bets once you get to 120% EV and over.

The sweet spot does seem to be sat between approximately 102% and 110% for both EV and bet numbers.

For example, over the near 7 month period covered in this sample from Bookie Bashing, we have 2758 tips between 102% and 110% EV at a ROI of 18.13%.

This equates to an average of around 400 bets per month and 13 bets per day (of course some days with have more than others) and would be a good target range to focus on.

102	671	£36,127.45	£3,133.50	8.67%
103	502	£25,521.58	£7,004.60	27.45%
104	415	£17,312.46	£1,314.33	7.59%
105	324	£11,905.30	£(503.22)	-4.23%
106	264	£7,482.34	£2,157.93	28.84%
107	212	£5,005.95	£3,845.80	76.82%
108	158	£3,886.59	£1,952.24	50.23%
109	107	£2,154.84	£438.17	20.33%
110	105	£2,349.92	£911.31	38.78%
TOTAL	**2758**	**£111,746.42**	**£20,254.66**	**18.13%**

You will of course still wish to take bets over 110% EV, yet there are considerably less frequent so you may well find many more between 102 to 104% worth taking.

In terms of bank growth, the racing tracker can provide excellent returns and if staking to win £200 on each bet then we would recommend a £6000 bank.

Effectively this means you need 30 X your stake size when it comes to calculating your correct bank so if betting to win £100, you need £3000. If betting to win £20, it would be £600 and so on.

Back to the £200 stakes and over the course of this data period between August and December 2020, if taking all 3489 bets across the 6 bookmakers, a theoretical profit of £7870.63 would have been made at 131% Return on Capital.

This as illustrated earlier is only a theoretical profit as whilst there is no doubt many Bookie Bashing members will have taken some of these bets, to take them all would require access to all 6 bookmaker accounts and logging in at exactly the same time.
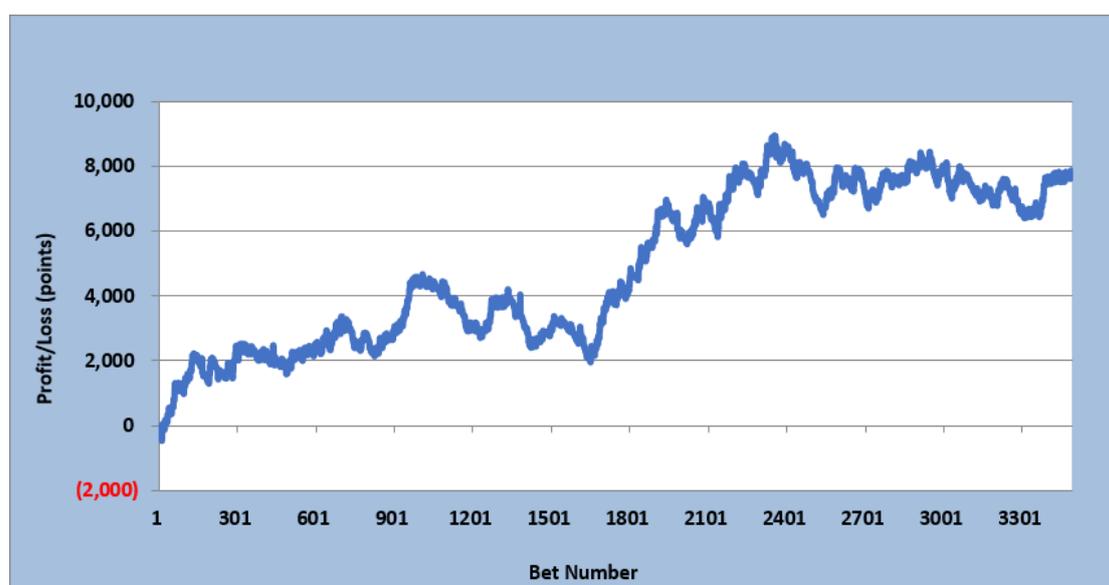
It is entirely plausible that some BB members might have taken even more bets and made an even greater profit – yet that might well be at the cost of bookmaker accounts as we will get into later on in this review.

You can see how the profits will have accumulated for this service over the following graphs and charts.

ROC (£6000 bankroll)

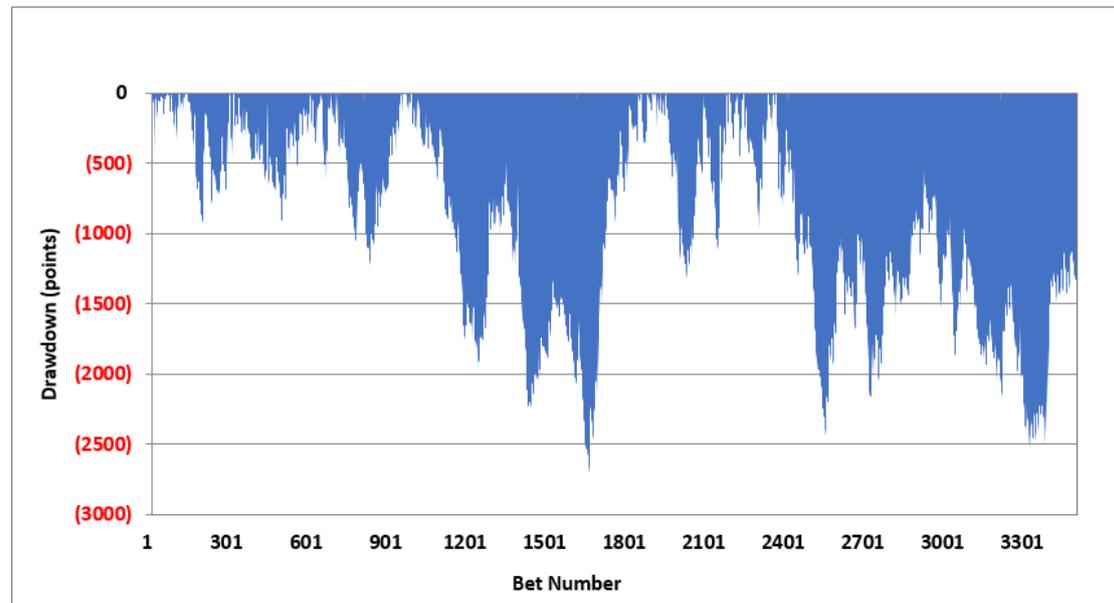| Year	Profit	ROC
2020	£7870.63	131%

Profit Accumulation – Staking to win £200 on each bet

Drawdown Chart

Finally, in terms of drawdowns, you can see why we advocate a £6000 bank if taking every bet, with a couple of large drops of over £2500. You will endure periods of losing with this strategy, just as with any tipster or methodology, so do be aware of this before you consider signing-up to

the service.

All of the above results are based on the performance of Bookie Bashings +EV bets if taking them as singles. They undoubtedly have a distinct edge on the market and if we lived in a perfect betting world, it would be very easy to follow them and make a strong profit.

Yet the reality for those of us betting for profit is that we live in a world of bookmaker restrictions and closures, so if taking regular each way singles bets and showcasing a profit, we can expect to suffer those consequences.

Which is where the next section on using a Lucky 15 strategy comes in as it's a unique way of using the Racing Tracker to place value bets and make money, yet one where we can endeavour to 'hide in plain sight' and extend the life of our bookmaker accounts.

A lucky 15 is a bet on 4 horses as a combination and consists of 4 single bets, 6 double bets, 4 trebles and 1 four-fold bet. All told there are 15 bets in one – hence the name Lucky 15.

Now in general, a Lucky 15 is the type of bet a 'mug' or losing bettor will strike as the chances of most people picking 4 winners in the same ticket is very low indeed. They might occasionally back 1 or 2 winners out of 4, but the reality is most Lucky 15 tickets struck make more money for bookmakers than they lose.

Think of them a bit like placing a bet on the National Lottery. You don't have to risk much to be in with the chance of winning a lifechanging sum of money. The bookies like to encourage people to bet on them with stories of the occasional big win like this one with Betfred where one punter backed a Lucky 15 winner at 60,000/1. They know that as much as they might take the occasional big hit and some smaller hits, from their perspective, most of their customers who do Lucky 15s are losers and by adding several poor value bets together, they are only compounding their losses.

So, by placing Lucky 15's you flag yourself as a potential losing bettor and our experience tells us – this can certainly allow you to place profitable bets for a lot longer than if betting on single each way bets. It isn't a silver bullet to make untold profits for as long as you want as ultimately if

you make consistent profits in any bookmaker account, no matter what type of bets you strike, at some point they will cut you down.

Bookie Bashing have a section of their website devoted to this Lucky 15 strategy, yet in summary here is why it works:

A four horse accumulator could result in pretty high variance – particularly as the value is often found at long prices but if we stick them all into an Each Way Lucky 15 the variance is flattened out and we still have the opportunity of a +EV lottery ticket shot at a big win.

There is also an added advantage of using multiples, you are using the very reason that bookies love punters placing these against them. Compounding the EV.

Bookmakers rely on you picking four -EV horses and they get a great result as 95% x 95% x 95% x 95% = 81.5%.

But we are turning the tables by selecting +EV horses 105% x 105% x 105% x 105% = 121.6%.

Higher variance it may be but with a well managed bankroll this can be a goldmine.

It should also be mentioned that some bookmakers also pay out a Lucky 15 'bonus' whereby you get a boost if you pick winners. Betfred for example pay out treble odds if you get just 1 winner and 10% extra if you get all 4. You can see some of the current offers available via this link.

OUR LUCKY 15 STRATEGY IN ACTION

To put this all into action, one member of the SBC review team has been tracking their own Lucky 15 strategy for the Racing Tracker during the last few months and has enjoyed significant success from doing so.

This has enabled us to illustrate our appreciation of the brilliance of the racing tracker and to also put forward some strategies on how to maximise it whilst going 'under the radar' with the bookies.

Back to the results of this strategy and during a 10 week period, the SBC team member placed 405 Lucky 15 bets and achieved a profit in 99 of these (24%).

These Lucky 15 bets were made up of +EV racing bets as taken from the Bookie Bashing racing tracker at various times of the day.

During the period under review, he staked a total of £22,740 on his Lucky 15 bets and returned a profit of **£6198.33,** an impressive ROI of 27.26%.

There were 65 betting days over the review period and a profit was secured on 24 days (37%).

As might be expected, the ride was smoother on a weekly basis, with five of the ten weeks ending in the black.

A weekly breakdown of activity is shown in the following table.

Week 🔄	Lucky15s	Profitable L15s	Stakes	P/L	Success	ROI	Cum P/L	Cum ROI
1	58	11	1,740.00	428.56	19.0%	24.63%	428.56	24.63%
2	60	16	1,800.00	(394.28)	26.7%	(21.90%)	34.28	0.97%
3	32	8	960.00	(100.06)	25.0%	(10.42%)	(65.78)	(1.46%)
4	44	15	2,040.00	3,319.67	34.1%	162.73%	3,253.89	49.75%
5	41	11	2,460.00	1,044.21	26.8%	42.45%	4,298.10	47.76%
6	46	10	2,760.00	1,976.36	21.7%	71.61%	6,274.46	53.35%
7	47	13	4,050.00	(321.08)	27.7%	(7.93%)	5,953.38	37.66%
8	43	10	3,870.00	616.99	23.3%	15.94%	6,570.37	33.39%
9	11	2	990.00	(35.08)	18.2%	(3.54%)	6,535.29	31.62%
10	23	3	2,070.00	(336.96)	13.0%	(16.28%)	6,198.33	27.26%
Total	405	99	22,740.00	6,198.33	24.4%	27.26%		

These figures do not include any enhanced returns or bonuses on singles when only one of the four horses in the Lucky15 is a winner.

In terms of staking, he commenced with a £30 Lucky15 stake (£1 each-way) and, as profits climbed, raised this to firstly £60 and then to £90.

Account restrictions did bite with one bookmaker account during this period, yet he remains free and able to bet across his other bookmaker accounts despite the profits being generated.

Suggesting that as hoped – this simple strategy is one that allows you to bet unhindered for a lot longer with bookmakers.

LUCKY 15'S IN NUMBERS – MORE RESULTS ANALYSIS

To further understand the Lucky 15 strategy, SBC's data analyst, Mark Kemp, provided the following useful insight into the numbers behind it all and a few ways to

For the purpose of the following commentary, I am going to quote numbers to a unitised stake of a one-point each-way Lucky15 (total stake 30 points).

The highest number of Lucky 15s placed in any one day was eighteen and that resulted in the heaviest daily loss experienced of 296 points. The largest drawdown encountered, that is the highest peak to trough decline in bankroll, was one of 868 points.

I have used our Monte Carlo simulator to understand what we might expect to experience if following his approach for a longer period of time, assuming of course that we were able to maintain sufficient bookmaker accounts to facilitate his wagers.

I simulated almost 100,000 weeks of action and found that that the key 99th percentile drawdown was 690 points. This means that there is a 1% chance of this level of drawdown arising. Many economists would regard this figure as that which is the real safe bank roll determinator.

More cautiously, assuming that he sets aside a bankroll of 1200 points, he could expect to avoid a drawdown of half this amount (i.e. 600 points) in 97% of weeks, meaning that it would occur in 3% of weeks.

It is fairly widely accepted that considerable resolve and confidence is required by punters once this level of drawdown is encountered. The likelihood of a losing week is 31.67% or roughly one in every three weeks.

At SBC, we use a measure called the Dispersion Factor to assess volatility. Economists use this dispersion between 'near best' and 'near worst' to give an indicator of the degree of uncertainty that should be expected.

The score for this exercise came out at 5.118, one of the highest numbers since we have been analysing tipsters in this way, confirming how volatile this approach is likely to be.

Moving back to his experience over the ten weeks reviewed, his best day produced a profit of 1661 points gained when five of his seven Lucky15s produced a profitable outcome. Amongst his selections that day were winners at 18/1, 14/1 and 6/1 with placed horses obliging at 16/1 and 10/1 as well as smaller prices. Of course, this is just one approach and one which has been taken without the analysis that we have already performed on the Bookie Bashing performance. There are numerous paths one might tread armed with the benefit of this information.

Strategies For Lucky 15 Success

For example, a strategy could be employed to hone the selection process from the 'longlist' of daily qualifiers to achieve a more manageable number of horses. It is always important when embarking upon a mission to reduce the number of qualifiers, that your action is both evidence-based and logical. It makes no sense to, say, ignore all horses beginning with the letter 'A' or bearing silks containing pink!

However, there are logical steps one can take with the benefit of solid examination. One possible strategy could be to firstly to set an EV 'threshold' and ignore those horses which do not meet this standard. This would be a purely rational and reasonable method.

Our analysis of almost 3500 bets (a strong enough sample size) with a Bookie Bashing +EV shows that the qualifiers with an +EV of less than 104% don't have a huge edge. These contribute a staggering 57% of the volume and so removing these is one way to tilt the odds further in your favour. You might want to add in those that are between 102 and 104% as they have proven to be profitable but for the purposes of this 'filter' exercise, I am going to focus on those over 104%.

Your next 'sift' might be based upon the odds of the qualifiers. Again, this would be considered by many to be an entirely reasonable and cogent course of action. Returning to our extensive evaluation, we find that, if we break the qualifiers into eight groups based upon their odds, those at the lower and higher ends of the scale have poorer strike rates and less profitability.

The four bandings that encompass the qualifiers at odds between 4.00 and 26.00 prune the revised list by a further 38%, leaving 923. By adopting these two simple rules, you are left with a significantly more convenient number on which to devote your attention and, remember, vitally, these are the animals that load the gun more in your favour! This has to be a 'win-win' situation.

Those 923 horses were spread over five months examination of the Bookie Bashing service, which equates to an average of around six per day. You might choose to combine these in any number of Lucky15s or, when there are only three runners remaining in any day, a Trixie.

Obviously, there will be days where there are a heavier number of qualifiers than others, but rationality is the key and quality over quantity has to be your aim.

In summary, here then are a few rules to consider when placing Lucky 15s:

- Focus on those between 3/1 and 25/1 for the highest chance of winning/lowest variance.
- Consider a blend of odds. I.e. one shorter price, two medium price and one larger price for an optimal Lucky 15 approach. This might be 5/1, 10/1, 15/1 and 22/1

- Focus on those 102% EV and over where possible. Adding in those between 100 and 101.9% when needed to top up a Lucky 15 bet with an extra selection if required.
- Add in very large price selections (those over 25/1) into tickets with shorter priced selections.
- Consider different staking for Lucky 15's featuring more larger priced horses (i.e. 4 at over 20/1)
- If taking larger priced horses in Lucky 15's – remember they win a lot less so be prepared for higher variance.
- It's a numbers game – the more you can get on that are +EV, the better the chances of winning.
- Consider backing the same selections in different combinations of lucky 15's. There is no harm in taking the same +EV horse multiple times.
- Don't expect to hit 4 winning horses in the same ticket or make that your goal. They do hit on very rare occasions and when they do, the sums can be phenomenal. Yet that is not the goal – it is more about placing enough Lucky 15's to reduce variance and to encourage steady betting bank growth.
- Consider other multiples where you have more or less selections in any given day. This method will work on Doubles, Trebles, Trixies and ever Lucky 31's and Lucky 63's (5 and 6 selections combined respectively).

CONCLUSIONS

The Bookie Bashing Racing Tracker is a wonderful product and for those of you with the time and bookmaker accounts to run it every day, we at SBC highly recommend it.

When used in conjunction with a multiple betting strategy, such as the Lucky 15 one we outline above, it does present the opportunity to make significant betting profits.

You might prefer a strategy based on doubles bets, treble bets, yankees, trixies or even Lucky 31's and Lucky 63's, yet whichever way you use it, the service's ability to identify value each way bets is not in doubt.

Beyond the one example outlined above whereby one SBC team member made a **£6198.33 profit** from 65 days of activity doing Lucky 15's, other members of the SBC team are also now using the racing tracker as part of their daily betting strategy.

The biggest issue that the Racing Tracker does throw up is the fact that bookmakers can and will at times clamp down on betting accounts, especially those that show a profit long-term, even if using Lucky 15's.

In using this strategy between members of the SBC team for several months, we have only had a few accounts impacted as a whole, yet it is clearly something you must be aware of. We would be derelict in our duty as reviewers not to make you aware of it and though these accounts were only closed after making substantial profits, the reality is that some of you might not wish to lose them.

Some bookmakers are worse than others. To give one example, I won around £300 each from Lucky 15's with Coral and Betway before they limited me to very small stakes indeed. Yet I was able to win much larger amounts with the likes of Bet365, Betfred & Skybet for several months now. Bet365 sadly did close my access, yet I am still able to bet without issue with Betfred and Skybet (for now!).

Bet365 and Skybet continue to be the two bookmakers that offer the most +EV selections on a regular basis, yet those of you with accounts across the likes of Paddy Power, Betfred, Boylesports, Ladbrokes and others will still find plenty of value on normal racing days with 3 to 4 meetings to choose from.

Even if just utilizing it on a weekend when there are more races is one strategy that might work, depending on the stakes you use, the number of bets you take and of course how much time you can put into it.

Bear in mind as well that as we enter into Spring and Summer, there will be more meetings taking place as racing taking place late in the Evening. This in turn should open up more opportunities to get +EV across multiple bets.

In summary therefore, the logic behind the profitable edge from the Racing Tracker is there for all to see and the more you put into using it and the bets placed, the more you can get out of it.

It is for this reason we are happy to invite the Racing Tracker service into our Hall of Fame as a strongly recommended service.

SERVICE RATINGS

Returns: 5/5.
Risk: 4.5
Cost: 3
Transparency: 5
Odds Availability: 4.5
Suggested portfolio weighting: 4
Customer service: 4
Overall: 4.5
Patience: 3 months
Rating: Strong Buy
Betting Bank: 6000 points (if following the £200 staking plan)

WINNING TICKETS

To further showcase the potency of this strategy, below you can view a few winning tickets from various accounts following it over the past few months:

31 x £0.50 E/W Lucky 31 — Returned £4853.15

✅ Desert Land ☆	34.00
Win and Each Way 1/4 3 Places	
4.55 Lingfield (Race 2)	
❌ Al Suhail ☆	21.00
Win and Each Way 1/5 4 Places	
3.35 Newmarket (Race 5)	
❌ Forge Valley Lad ☆	17.00
Win and Each Way 1/4 3 Places	
6.40 Lingfield (Race 5)	
✅ Macho Pride ☆	26.00
Win and Each Way 1/5 3 Places	
3.50 Newcastle (Race 6)	
✅ Thunder Of Niagara ☆	9.00
Win and Each Way 1/5 3 Places	
12.55 Newcastle (Race 1)	

Stake	Return
£31.00	£4853.15

EW Lucky 15 — £30.00

✓ **EW Lucky 15** £30.00

🏆 **You won £656.40** (inc. stake)

Won — Frilly Frock EW @ 26.00
17.35 Wincanton
Win

Won — Puchita EW @ 3.00
16.40 Southwell
Win

Placed — Hamundarson EW @ 2.50
16.38 Tramore
Win

Won — Fundamental EW @ 4.00
18.00 Chelmsford City
Win

ⓘ Bet Details — sky bet — 15:12 15th Oct 2020

✓ **EW Lucky 15** £39.00
Refunded: £7.80

🏆 **You won £1,032.10** (inc. stake)

Won — Dino Boy EW @ 11/1
15.20 Kelso - Scottish Borders National - Paying 4 Places instead of 3
Win

Won — Compass Point EW @ 12/1
14.55 Southwell - Paying 4 Places instead of 3
Win

Void — Getaday EW @ 10/1
15.10 Punchestown - Paying 4 Places instead of 3
Win
Part of this selection is a non-runner, the odds for which will be deducted from the bet. All other selections still stand.

Void — Lady Lingo EW @ 16/1
14.10 Punchestown - Paying 5 Places instead of 4
Win
Part of this selection is a non-runner, the odds for which will be deducted from the bet. All other selections still stand.

ⓘ Bet Details — sky bet

EW Lucky 15 — £30.00

You won £761.04 (inc. stake)

Status	Selection
Won	Southeast Rose EW @ 11/2 13.20 Hexham Win
Won	Nakadam EW @ 11/1 14.30 Hexham Win
Placed	Bourbon Beauty EW @ 20/1 13.30 Warwick Win
Won	Napper Tandy EW @ 100/30 16.55 Kempton Win

ⓘ Bet Details   sky bet

EW Lucky 15 ⓑ — £30.00

You won £558.78 (inc. stake)

Status	Selection
Placed	Kevin The Minion EW @ 25/1 17.45 Newcastle Win
Placed	Rockley Point EW @ 11/1 20.15 Newcastle - Paying 4 Places instead of 3 Win
Placed	Shawaf EW @ 7/1 19.30 Dundalk - Paying 4 Places instead of 3 Win
Placed	Master Matt EW @ 18/1 17.30 Dundalk Win

ⓘ Bet Details   sky bet

Many long-term members of the Smart Betting Club may recall the past service I ran a few years back, which operated under the 4 Pronged Attack (4PA) brand name.

The gist of the 4PA service was attacking the early price market through selections which were cultivated from a combination of utilising 4 information sources available within The Racing Post.

These 4 sources were **Tom Segal (Pricewise tipster)**, **Gerald Delamere, Ten Year-Trends** and selections which were priced lowest by the **Ladbrokes odds compilers.**

The 4PA service ran for several years producing more than a **20% return on investment** and a very decent and regular profit for SBC readers and subscribers.

Times change and the fabulously successful professional punter **Mark Holder** recently wrote that: *"the only long-term successful punters in this game are those who evolve in continually finding themselves a successful edge".*

My own punting on the races with early advertised prices has evolved a great deal and my method today operates using a portion of the above listings but, **Gerald Delamere** is no more with the Racing Post and the **Ladbrokes odds compilers** have long lost that early price edge they were once known for.

Most significantly of all is that in todays' markets, **Betfair** holds the key to a horses' real chance of winning and with 24 hour on-line betting there is no more scrambling for early prices and trying to "get on", what you can at the standout price. It is generally accepted within the industry that between 11am-1pm the real market shape takes place and often the "real" money comes much closer to race time.

So, of those not mentioned yet, how was my punting through 2020 and how much do the words of Tom Segal who writes the Pricewise tipping column in the Racing Post influence my betting and how reliant am I on trends and other mitigating factors?

Before I share with you my methodology, below I have compiled the somewhat remarkable results of Tom Segal for 2020 as well as my own betting on those races.

Note - for the purpose of this article, I did not include ante post bets so Tom Segal, who recently advised Frodon at 25/1 ante post to win the King George had even greater achievements than just what is listed below.

TOM SEGAL'S RESULTS

2020 Results – All figured quoted are at SP.

Tom Segal Staking Strategy 1
Placing 1 point to win on every selection
70 winners from 333 bets for a 21% strike rate
Total staked: 367 points
Total profit: 114 points
31% ROI

Tom Segal Staking Strategy 2

Placing either 2 points to win or 1 point each way depending on odds and number of runners in the race
111 winners from 333 bets for a 33% strike rate
Total staked: 634 points
Total profit: 130.81 points
21% ROI

My Tom Segal Strategy
Variable staking – using trends and other elements
61 winners from 236 bets for a 26% strike rate
Total staked: 295 points
Total profit: 67.85 points
23% ROI

These remarkable results are at SP and therefore would be better still if Betfair SP was used or indeed bookmaker prices.

TOM SEGAL – A CLOSER LOOK

Tom Segal would be the first to admit that last year was a remarkably successful one by way of his returned results.

A 31% return on investment backing all selections far outperforms the norm but does show you his wonderful ability in finding winners.

Last year 8 out of the 10 months racing took place were profitable for Tom with August proving the highlight with a 52.5pts profit and an ROI of 140% for that month.

Now to dial it down and lower the level of expectation.

Tom Segals' biggest issue is that he does not have the no bet option. His job is to put up what he considers are value priced selections for the days action for his regular Racing Post column.

Can you imagine the uproar from Racing Post readers if one Saturday he said "no bets today, I just can't see value"?

Which is where a more nuanced approach to following Tom can and does help.

Tom's usual target and something I have discussed with him in the past is to achieve a 10% + ROI on any given year.

It was during this same past conversation that Tom revealed to me that some days he wouldn't personally bet but that as part of his Pricewise column he has to put forward tips.

As I learnt this, I discovered that the more you read his column, the more of a feel you will get for when he fancies a selection and when he is just filling column inches.

A further note of caution is that in backing win only, whilst last year was an outstanding return, there have been some long losing runs of over 30 bets and more in the past.

It can be a long time between drinks, especially as Tom is generally selecting value priced runners at bigger odds so your own level of reserve may be tested, especially if taking the win only route.

It was during one of these long losing runs that I began monitoring Tom's bets in the each way market and this I where I noticed how many double digit tips of his placed, yet didn't win and felt these were too good to go unrecorded.

If betting on Tom's tips each way, whilst the total profits made and ROI are lower that if backing to win only all the time, the losing runs are that much easier to handle.

That is not to say I back all of his tips each-way but by being shrewd and selective as to those you back to win and those you back each way, it can make things that bit easier.

I like a regular return and want a reward for big priced place runners and so whilst my strategy last year made a 23% ROI vs Tom's 31% win only, it made for a much smoother ride!

To sum up: The main reasons for my success in 2020 were Tom Segal, personal analysis and good money management.

RACEDAY – DETERMINING THE SELECTION AND STAKE

To showcase how this all works – on a typical working day here is how I evaluate how to bet on Tom Segal's tips.

First of all - I note the selections of Tom Segal in his Pricewise column and immediately pay attention if two additional factors are also in evidence.

Firstly, it is a fact that in horse racing 70% of races run are won by one of the first three in the betting market. If Tom Segal thinks the value lies at the front end of the market, I take note.

Secondly, I have learned through time that if Tom Segal has two selections in one race, it is likely that at least one of the selections will give you a run for your money.

In 2020 when two horses were advised, 59% of times at least one of the horses finished in the money.

My next process is to look at the Racing Post Ratings (RPR) and I use this as my own ratings tool to in effect put the runners into some kind of finishing order.

When I look at this RPR race order and should I find any of Tom's bets are outside the place money for the race (usually the top 3, 4 or 5) then I am mindful to not bet on it.

The rare exceptions I make to this rule are first time handicappers who may well show a massive improvement from their previous "supposed" form.

For example, I backed a William Haggas first time handicapper in June who had run once in a novice as the mere fact that this trainer clearly thought he had a good horse on a good mark for a big pot was enough. The horse led throughout and was run down at the line but the 14/1 2nd brought in a profitable each-way return and justified the flexibility in the ratings rule

OTHER KEY FACTORS FOR ME

➢ I rarely ever bet when the trainer and jockey are both showing a zero on the four year course history charts which are printed in the Racing Post.

➢ I consider it a negative if when studying the horses' form, the horse has repeatedly not won on the course, over the trip or with todays' particular rider in the plate.
It begs the question - why is today going to bring about a different result to what has already been evidenced?

> ➢ I also take a close look at the trainers' race record and past winning types as this can be a deciding factor.

I recently passed on a Venetia Williams chaser who was a 5year old (0-14) in the said contest as I saw the age as a negative plus I had backed this horse previously and it had made jumping errors getting quite low at several fences. I switched the bet to Mister Fisher, trained by N Henderson who had the best race record.

Mister Fisher won at 9/2 and the Venetia Williams chaser fell when travelling well, a lucky win perhaps but the questionable jumping technique had been factored into the bet and brought reward.

Also, a cold yard that are struggling to find winners are to be avoided as horses underperform and are seldom value at any price.

So those are the avoid factors, what are the bonus finds which cement a selection?

> ➢ I like trainers who target certain contests and I love future entries higher than the grade of the current race.

When Rouge Vif won at 9/2 on its seasonal return it was advised by Tom Segal and was the only horse in the race with a future Group One entry.

When a big 12/1 tip was advised in an Irish handicap, I split the stakes with another Noel Meade trained horse who was strong in the market all morning, these two horses held the only future Group One entries amongst the large field and duly finished 1st and 2nd.

I can get it wrong and still rue passing on a lowly weighted J J O'Neill chaser who won at double digit odds. The horse was near bottom weight and all the past trends indicated the classier higher weighted horses would dominate. As the aforementioned chaser ranked 3rd on Racing Post Ratings, I backed it on the place market on Betfair and whilst profiting, a missed big priced winner is still frustrating.

> ➢ Finally, before looking at a recent typical Saturday I must return to the two selections in the same race matter.

Recent profits have included a big priced chaser at Aintree who got a really strong trainers write up in the race notes and a G Moore 28/1 ,3rd who was rated in the top 3 on RPR and was coming back from a long absence (unless the horse is in good condition, this was not a race to run in to grow it's confidence)

FOLLOW ME LIVE

That is my basic betting strategy for following Tom Segal's tips and to further showcase how this all works, I am now advising on the best Pricewise bets as part of an exclusive SBC Telegram group.

If you want to follow my tips in every week then please join the Telegram group 'SBC Pricewise Strategy' which you can access via this link.

Telegram is a free to use App for both desktop and mobile and it works in a similar vein to WhatsApp and allows for quick, direct communication from me direct to you.

Once you have downloaded and installed the Telegram App, you simply need to request access via this link to join the SBC Pricewise Strategy Channel.

Here is the type of thing you can expect from me via Telegram.

On Saturday January 9th, Tom Segal advised

Prime Venture top listed price 16/1
One True King top listed price at 7/1
Amour De Nuit top listed price 14/1.

Both One True King and Amour De Nuit were in the same race.

Prime Venture had placed in the previous years' Welsh National and was rated T3rd on the Racing Post Ratings.

Trainer E Williams had 4/12 of his runners placed in the contest over the last ten years so clearly targeted the race even though he had yet to find the winner.

This year, E Williams had the strong favourite and furthermore, Prime Venture was now a 10yo so unlikely to be progressing and that age group were 0-20 placing over the last ten years.

Therefore, I passed on this bet as it seemed an ultra competitive race and the favourite duly won impressively although Prime Venture did rally late to place again at 16/1 and end the 10yo hoodoo.

My betting action though did revolve around the 3:30pm at Kempton.

There were 2 selections from Tom in this race.

One True King was 2nd in the betting at 7/1 and top ranked on the RPR.

One True King was also one of only two in the race with a future group entry and liked to make the running, which I find is often key at Kempton.

Trainer N Twiston-Davies had two placed from five runners over the ten year period, a slight negative for win purposes but not enough to rule out a bet.

The other selection was Amour de Nuit at 14/1

It was 7th in the betting but top rated on the RPR.

The big price for the horses may have stemmed from the horse being a 9yo, 0-12 in the win over the last 10 years but several placed runs and carrying 11-10, which would have been the highest weight carried by the last 10 winners.

I still deemed this horse worthy of a bet though

Trainer, Paul Nicholls race record of 2 wins and 3 placed from 11 runners in the last 10 years stood out and most importantly this horse in 16 hurdle contests had finished in the top 5 in 15 of them, with the one career fall spoiling an otherwise perfect record.

My Bets On The Day

I therefore took the following positions:

1pt each way on One True King and 2pts in the place market on Amour de Nuit at 2.8 on Betfair.

As per the race itself, One True King never got to dominate from the front and dropped away but the latter again ran a game race and finished 4th giving a 7.6pts return for the 4pts staked minus Betfair commission.
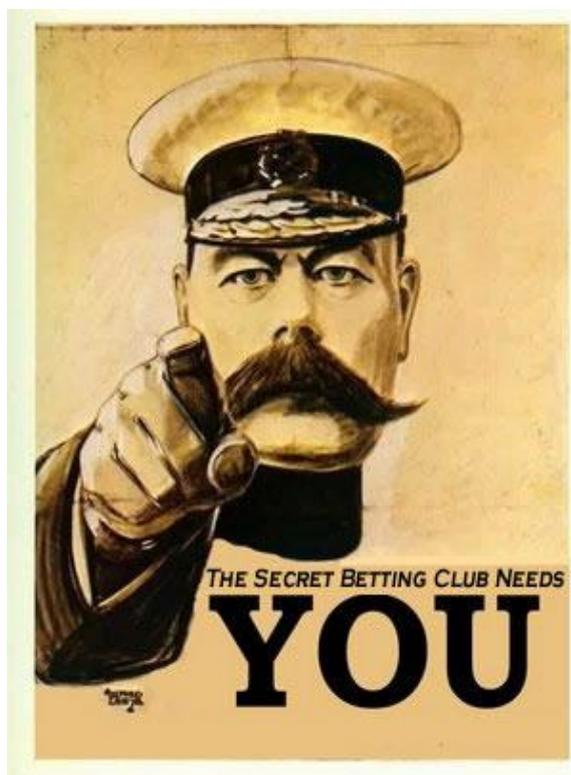
Paul Chandler-Burns

CONTRIBUTE & EARN

THE SMART BETTING CLUB NEEDS YOU!

If you are keen to showcase your betting experiences, tipping prowess or systems or strategies that you use to make money, then you may like to consider submitting your tips/articles via the SBC site and forum. We are always keen to hear from potential contributors and offer the following cash incentives...

- £80 for any tipster review or article published by SBC (c1500 words).

- Bespoke fees for any proven system or strategy of sufficient quality published by SBC.

- Bespoke fees with profit incentives for any quality tipster or system operator wishing to share advice via the SBC email platform.

- All other high quality contributions also considered with bespoke fees.

Over the 15 years that SBC has been in operation, many of the BEST systems, strategies and reviews have been brought about by YOU sharing how YOU make money.

So, if you feel you have something to contribute from your own betting experience, tipping review or system/strategy then drop us a mail via info@smarbettingclub.com

Please note - Only those contributions submitted that reach SBC's high standards will be considered for use. Please do share your story, but before doing so, please contact us in the first instance to discuss your topic.

GLOSSARY

Here you can find explanations for a number of key terms that are often referenced in our magazines.

BOG: This stands for **B**est **O**dds **G**uaranteed and relates to a horse racing offer, whereby if the SP is greater than an early price you take, you will be paid out at the higher SP odds.

Proofed Results: This relates to a service who has proven or verified their results to be accurate via an independent and trusted source.

ROI (Return On Investment: This is a key metric for equating just how much you would have to risk to make a profit. The calculation is a simple figure of profit divided by total amount staked AKA profit on turnover. 10% ROI means £10 profit for every £100 put at risk.

ROI+: This takes the ROI figure above to a second level as it gauges over how many bets it was generated from. The calculation is a simple figure of ROI multiplied by the number of bets. This rewards tipsters who maintain a solid ROI over many bets.

ROC (Return on Capital): ROC gauges just how profitable a service is in relation to the betting bank. I.E. 43% would mean a profit of £430 on a £1000 bank. Sometimes referred to as Betting Bank growth.

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