

Guide to placing the bets and prolonging the life of your betting accounts.

To achieve the best return on your punting endeavours it pays to have accounts with a sensible range of mainstream bookmakers such as Bet365, Skybet, Ladbrokes, William Hill, Betfred, PaddyPower, Totesport, Coral, BetVictor and Betfair Sportsbook.

All of the above offer something called “Best Odds Guaranteed” which is a concession or promotion offered by some bookmakers that applies to horse racing. It means that when you take an early price or a fixed odds price about your selection for a particular race and the returned SP (Starting Price) is greater, you are paid out at the biggest odds.

In essence you know that if your horse is unfancied in the run up to the off and drifts in the betting and still wins or places you will be paid out at the higher odds.

Of course by taking a price when you place the bet you also know the potential profits, subject to any non-runners causing a Rule 4 deduction, and the added benefit is if the horse is well supported and shortens in price then you will still be paid out at the early odds taken.

In addition to the traditional bookmakers we would also suggest that you have accounts with the betting exchanges such as Betfair, Betdaq, Matchbook and Smarkets. The first named is undoubtedly the largest but the liquidity on the others is increasing by the month and can be handy alternatives in our armoury.

With successful tipping services like Carl Nicholson’s Value Backing Racing Diary there will be plenty of winners and placers and this entails a bit of cat and mouse with the bookmakers to try and stay under the radar. With this in mind we have a few suggestions that should help with both the placing of the bets and also prolonging the life of your betting accounts.

Carl’s service members are likely to fall into a few categories:

1. Those that enjoy a punt and want to see a decent return but are happy to place nominal bets of say 5 – 10 pounds on each selection.
2. Those that are a bit more serious about their punting, possibly operating a portfolio approach, and are happy to set aside a decent sized operating bank and place £25-£50 on each selection.

3. And finally a group that see their punting more of a second income opportunity and possibly stake £100+ per bet.

Based on member feedback, although we understand that there may be a few in the last category, the majority of members will fall into the first and second categories and this guide is essentially aimed at helping them, although we do have plenty of advice for any high rollers out there so feel free to get in touch.

Carl's approach is based on detailed form study and analysis and then, having identified a shortlist of potential bets, he will review the prevailing odds being offered to target a select number that appear to be overpriced based on his analysis.

Often the selections will be available with a number of the bookmakers and as such getting on close to when the email bulletin goes out shouldn't be too much of a challenge, having said that, if you are looking to place stakes in the order of £50+, spreading this amount across a number of bookmakers can help keep you under their individual radar. It will also mean that when the selection romps home all of the lovely winnings aren't sitting in the one account.

Another option is to use the plethora of high street betting shops to place the bets instead of placing all of them via your on-line accounts. Yes on-line is convenient but get some exercise and go to the High Street (healthy betting eh?). Your activities are much less likely to be spotted in the shops, especially if you move around and use a different shop each time as many brands have more than one establishment in close proximity.

In the introduction we mentioned that opening Betting Exchange accounts can also be an asset as sometimes you can get a better price even after commission than the bookmakers although less likely if trying to place bets the night before racing on relatively low key races.

The Exchanges can be useful in a number of ways and generally will offer a new account bonus that can be "scalped" to secure risk free profits to boost your bottom line.

We would always recommend taking a "live" price when using the exchanges rather than opting for the Betfair SP for example. You can also ask for a better price if your target one isn't available at the time. Of course this option doesn't come with the aforementioned "BOG" guarantee but at least you will know the minimum price the bet is struck and it can help achieve a solid overall average price when mixed in with bookmaker bets.

However let's assume that two or three consecutive bets land the spoils that were placed using your on-line accounts and you just happened to have put the bets on with the same bookmaker.

The balance on that account will start to mount up and the natural instinct is to withdraw some of the funds so you can either spend some of the gains or simply top up other accounts which may have had a few losers and are therefore depleted.

As a rule whenever you withdraw from your account, the bookmaker will take a look at your activities; a trader could possibly decide that their business will be more profitable without you. Although we are aware that keeping withdrawal amounts low can also help.

Logically, withdrawing £10,000 is much more likely to attract unwanted attention than £100. If you are a “big hitter” keeping your bets well below the maximum allowed by using the spreading technique mentioned earlier can help.

If you do find yourself with a hefty amount sitting with an individual bookmaker there is a method that can help “move” a good chunk of those funds whilst at the same time giving the perception that you are not quite such a “sharp bettor” as you may be appearing to be with a string of winners.

To achieve this we are looking to find a losing bet with the bookmaker holding the inflated balance and to “arb” this by placing a corresponding laybet on the exchanges. As Carl’s successful service involves backing horses it makes sense to mix things up by using a different sport to try and shift the funds. Football betting can be an ideal one for this as the bookmakers’ coverage of the sport is huge and finding a suitable match is less of a challenge.

Here is a recent example of how you could have moved £100 from your Ladbrokes, William Hill, Paddy Power or Corals account for a nominal cost by backing the Under 2.50 goals option at 1.91 in the Bologna v Lazio Serie A match and placing a laybet on Betfair.

Bologna v Lazio - Total Goals Over/Under Betting Odds

Wednesday 25th October / 19:45

Winner First Goalscorer Both Teams To Score Correct Score Half Time/Full Time Anytime Goalscorer More > View All Markets >

	New Customers					New Customers					New Customers																	
	888 sport Treble the odds on first bet - paid in cash					BETBRIGHT Bet £10 get £40					BETVICTOR Bet £10 get £40 Free																	
Sign Up OFFERS	£20	£50	£30	£50	£100	£30	£20	£30	£50	£60	£25	£10	£20	£30	£40	£20	£20	£20	£	£10	£40	£200	£10	£250	£1000	£500		
Special Offers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Sort By:	Handicap																											
	bet365	sky bet	Ladbrokes	William Hill	sportingbet	betfair	SUNBETS	PADDYPOWER	CORAL	BETFRED	BoyleSports	BLACK TYPE	BET STARS	betway	BETBRIGHT	bwin	10 Bet	MARATHON	188 BET	888 sport	Standames.com	BETVICTOR	winner	SportPesa	betfair	BETDAQ	MATCHBOOK	
Over 0.5	1.05	1.05	1.06	1.03	1.05	1.04	1.04	1.05	1.06	1.05	1.05	1.05	1.03	1.05	1.04	1.04	1.01	1.05	1.05	1.06	1.04	1.04	1.07	1.06	1.07			
Under 0.5	11	9	11	11	9	10	9.5	12.5	11	10	8	10	9	12	8.25	10	12	12.5	9	9.5	9.75	12.9	11.7	9.91				
Over 1.5	1.28	1.29	1.28	1.29	1.25	1.29	1.25	1.26	1.29	1.25	1.29	1.29	1.3	1.29	1.29	1.26	1.28	1.24	1.26	1.3	1.29	1.29	1.28	1.3	1.29	1.3		
Under 1.5	3.5	3.5	3.6	3.5	3.75	3.5	3.5	3.9	3.6	3.75	3.5	3.3	3.5	3.4	3.75	3.5	3.5	4.05	3.9	3.5	3.7	3.55	3.45	3.85	3.81	3.83		
Over 2.5	1.89	1.83	1.87	1.91	1.83	1.83	1.8	1.85	1.85	1.83	1.87	1.85	1.85	1.85	1.91	1.83	1.89	1.95	1.94	1.85	1.9	1.87	1.85	1.87	1.91	1.9	1.94	
Under 2.5	1.89	1.83	1.91	1.91	1.91	1.91	1.95	1.91	1.83	1.87	1.83	1.95	1.85	1.91	1.95	1.95	1.99	1.96	1.95	1.9	1.95	1.91	1.87	1.95	1.97	1.98		

To help you with the calculations for this type of back and lay bet there is a handy free tool on the <https://www.oddschecker.com/betting-tools/hedging-calculator> website.

You simply fill in the back and lay odds along with the back stake, which is the amount you are trying to lose/move from the bookmaker account and the rate of commission that your Exchange account operates at.

The tool will calculate the lay bet amount which in this case is 100.53 at the lay price of 1.95.

Bet Calculator Dutching Hutching **Hedging**

Hedging Calculator

If you've had a bet and it's shortened in price, use this calculator to see how you can guarantee yourself a profit using the betting exchanges - win or lose.
Simply fill in the boxes with your back price, stake and lay price then click the recalculate button to see how much you should lay (shown in red) at the specified price to guarantee an equal profit win or lose.

Bet Details - use decimal odds		Commission	
Back Price	1.91	Back	0%
Back Stake	100.00	Lay	5.0%
Lay Price	1.95		

You should lay	To guarantee this profit
€ 100.53	€ -4.50

Total Staked	Guaranteed Return
€ 195.50	€ 191.00

Wins		Losses	
Back Profit	€ 91.00	Lay Profit	€ 95.50
Lay Liability	€ 95.50	Back Liability	€ 100.00

Automatic recalculation **Recalculate**

Of course there will be other times where the back/lay trade can be done at less or no cost by shopping around for suitable opportunities or using another Exchange that may offer lower commission charges. We deliberately used a basic example to show the simplistic nature of the process.

The match ended 1-2 to Lazio and therefore the £100 bet at the bookmaker was a loser and a profit on the lay bet of £95.50 would be sitting in your Betfair account ready to withdraw as and when needed. Currently, unless you are a massive user of the exchanges, there will be no issue whatsoever when you make a withdrawal and the money will be back in your bank account within a matter of days.

If we now consider how the bookmaker used in this example may view your account it could appear that you had built up a tidy sum of profits from a flurry of horse racing winners and then you “invested” some of those profits on a high profile televised football match and lost your earlier gains.

If you continue to do this and don't make withdrawals there is a stronger possibility that they will continue to take your horse racing bets and of course not all of those will be winners anyway and you may have to make further deposits to continue betting.

We trust that you have found this guide of use and an aid to your on-going journey of profitable betting. If you have any specific questions that may not have been covered above then please drop us a line on:-

<http://customerserviceserver.com/help/open.php?subject=vbdiaryservice>

Regards

The CN Racing Diary team