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Issue 8 - Tuesday 10th October 2017**

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GOOD MORNING!

Welcome to the Tuesday Issue
of Your BetFan Sport Fix.

Your free daily tips are now available
and today they're courtesy of BetFan's
Best of The Best, Irish Racing, Select
Two and Golf Rater.

[CLICK HERE](#) they are ready and
waiting for you and we wish you the
best of luck with all todays sports
betting.

Catch you again tomorrow morning.

Yours In Sport,

The BetFan Group



Why You Should Always Take A Price By Eddie Lloyd

The SP (starting price) is the most accurate measure of a horse's chance of winning the race. If it goes off at evens then it has a fifty-fifty chance of winning and so on. This is the case 90% of the time but what of the other? The other 10% is what is called smashing the SP and the bookies are behind it.

The SP or starting price is effectively the result of people's opinions expressed from their betting throughout the day and then finally at the course. The bookies have an opinion in the morning and they might think that a certain horse has a 10% chance of winning, therefore, it becomes a 9/1 shot. Remember that is just the opinion of one odds compiler and a pre-constructed odds line (or tissue in the trade) which is compiled the night before by another odds compiler.

There are so many variables in horse racing he can't possibly account for everything and as the day progresses new factors come into it, like the changing of the ground or a jockey change on another horse, etc etc. The money starts to come as 1000's of different opinions, angles come for that horse and it becomes apparent that the

horses chances are a lot higher than first thought and then they have to shorten their odds.

There is a bit of a myth that when a gamble is going down its informed money going on, therefore, the horse is likely to win. Don't get me wrong this does happen but a lot of the time it's just a change in circumstances and with the age of the internet there are so many well-informed punters out there it doesn't take long for the market to collapse.

Anyway, that's the SP, what of this smashing it?

On the course, the SP is determined by between four to six on course bookies just before the off. An official will collate the average price available from these bookies just as the horses are set to go. Once the winner has been declared this is officially stamped by an official and then sent to all the shops, bookies head offices etc. Now what the big bookies do is when there is a large liability going down on a certain horse, for example, a multiple bet like the lucky 15 or a treble, they will need to lower the SP before the off so that they don't have to pay out as much money.

I'll use an example.

A punter in a shop has put a £10 treble on. First horse wins at 9/1. He's got £100 going onto the next one which wins at 9/1 also. He's now got a grand rolling onto the next horse. The punter hasn't taken a price but the money's rolling onto the favourite in the next. That favourite opens at 4/1 so at that price, the punter will stand to win £5,000. That's a £4,990 loss to the bookie but of course, there is something they can do!

They smash the SP.

The on-course rep for the bookie in question will now go round to all the main bookies in the ring having £200 bets (if it's a weak market or maybe £500 in a strong market). These £200 bets over several bookies mean the price will now go into 7/2, 3/1, 11/4. The horses leave the stalls or jump away and the bookies now only stand to lose £3,750 to that punter if the jolly wins. Of course, if it does they are collecting the money from the other bookies to go towards the punter's winnings but if it loses they've only lost the money that other punters were having on the horse anyway.

The moral of the above story is the bookies are clever in how they reduce their liabilities which is why you should always take a price. You can't beat the SP if you don't take a price!!!



Is There Any Value In Ante Post Betting? By High Roller Racing

In October 2016 Sizing John was about 100/1 to win the Cheltenham Gold Cup the following March. It was any offer One For Arthur to win the Grand National and shrewd punters would have made a killing. However, overall ante post betting is fraught with danger and often goes wrong.

During the 2015-16 jumps season Rick Elliott, a colleague at Betfan, built up an ante post portfolio for the Cheltenham Festival. Of the 10 horses he backed only 3 actually ran in their specified races and throughout the season everything that could go wrong did. Once bitten twice shy, Rick says.

The downside of backing horses in ante post markets is that if the horse does not run it's a losing bet. From the previous September you can bet on the Classics but eight months is a lifetime for a young horse. In 2013 Rule The World won the Derby but did not appear on the track as a two-year-old.

Betting on future Flat races is harder than over jumps. There could be 30 juveniles at Aidan O'Brien's stable so anticipating the best one is a big ask. Some could be slow, have a poor attitude or get injured. Horses develop from two to three and the winter favourite for the 1,000 and 2,000 Guineas does not always run.

National Hunt racing is different in that horses run for many years. It doesn't take Einstein to work out that Sizing John will be targeted at the Gold Cup. Assuming no injuries the horse will be back at Cheltenham next March.

When backing a horse well ahead of a race the key questions are will you get a run and will the horse start at a shorter price? The incentive to bet ante post is better odds than on the day. However, that is not always the case. In fact horses often drift in the betting during the season.

There are some horses that have more than one target and horses under the same ownership are campaigned as a team. Rich Ricci always has a strong team at the Festival with multiple entries and often makes late calls. Willie Mullins gives nothing away so why back one of his ante post?

Vroum Vroum Mag is a great horse but has about six potential Festival targets over hurdles and fences. The horse is 40/1 to win the Gold Cup and 10/1 to win the Mares Hurdle. So the horse could run in the Blue Riband chase or a hurdle for females. The odds are attractive but one bet is already a loser.

Cheltenham is a huge meeting for the betting industry and it's highly competitive. Free bets are used as marketing tools but the non-runner/no bet concession is good for business. You have got a chance with ante post betting when you get your money back for a non-runner. However, you have to wait until early March when that rule is first applied.

Forty eight hour declarations will apply across the board at the Cheltenham Festival in 2018. Bookmakers who still keep stakes on non-runners until the final declarations will have to return betting funds if a horse is withdrawn after being declared. That gives punters a chance and means taking an early price results in the best odds.

There is a distinction between ante post betting and morning or board price betting. You take your chances with the former but several leading bookmakers now offer Best Odds Guaranteed (BOG). High Roller Racing suggests you bet with bookmakers who pay out on non-runners some time before the relevant race and offer BOG.

For the best bets each day from High Roller Racing [CLICK HERE!](#)

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Must Win Double Pays Over Even Money By Rick Elliott

Gareth Bale is not going and it's feasible that Cristiano Ronaldo and/or Lionel Messi will not be playing in the World Cup finals next summer. Portugal must beat Switzerland at home to qualify automatically while Argentina have a tough match at altitude away to Ecuador in a must-win fixture. Class should tell in the final reckoning and both sides can pick up three points and the double on PORTUGAL and ARGENTINA pays [6/5 with Ladbrokes](#) England are the only home nation through to the finals, Northern Ireland are in the playoffs but Wales and Scotland are out.

Brazil are the only South American country to have won the World Cup outside their own continent. Every World Cup in Europe has been won by a European nation except in 1958 when Brazil won the tournament in Sweden with a valuable contribution from a 17-year-old called Pele! BELGIUM are a side full of Premier League talent...and Marouane Fellaini. It's all coming together for the Red Devils who are the ante post tip to win the 2018 World Cup at [16/1 with Paddy Power](#).

It's a little known fact that there have been six completed T20 internationals in India during the month of October and the team batting first have not prevailed in any of those fixtures. The chasing side have an advantage so betting on the match between India and Australia should be avoided before the toss. On the basis of that being a 50/50 outcome the value bet must be AUSTRALIA to win the match at [6/4 with Coral](#).

There is pretty moderate horse racing in Britain today with lots of ordinary Flat races and average sport at Newcastle on the All Weather tonight. The richest card in Britain and Ireland is at Galway where a decent animal is odds-on to win the opener. Poli Roi is a point-to-point winner who showed decent form in bumpers last season. The horse ran respectably in the Champion Bumper at Punchestown and that is the best form on offer. POLI ROI can justify favouritism and can be backed at [4/9 with William Hill](#).

Tuesday's Horses In Focus By Unity Racing Investments

Welcome to another Unity Racing Investments Horses in Focus. The aim of this column is to throw up a good few winners for our followers.

After a blistering September with some huge winners many of which had little form like SOISAUVAGE 20/1 and the huge winner HOLLY BUSH HENRY 28/1. These are examples of just two of our big winners that we had to back twice and keep the faith after poor first runs. It just goes to prove that our information is good. Horses are funny creatures and there are many a factor with horses that get beaten. However we have proven the strength of our information time and time again. Yes we have an edge and that edge makes us around 20% return on our investment year on year with low draw downs and relatively low risk.

The strategy we have we believe can keep paying our members out for years to come. So come on and join us now and start down the path to a more financially secure future. We have yet to really fire this month and are a few points down. We have had quite a lot of near misses. These horses have been beaten by literally fractions of seconds. A little luck would have seen us well ahead again. All of our profits to 1 point stakes and actually we have had a number of side bets with our clients that have also yielded a return. These are not recorded on our site but are free extras for our members only that we put out to ensure our clients are forever moving forward.

Next Tuesday we start to put together our jumpers to follow list after the huge success of the horses we listed last year including big winners at Cheltenham so don't forget next Tuesday to have the note pad at the ready!

Last year we had winners like DOOMSDAY BOOK at 40/1 and even landed the exacta in the same race with PENDRA 16/1 coming 2nd Tote Win:£64.00 Pl:£10.00, £6.00, £2.50, £3.20 EX:£1,423.70 and one of my favourite winners TULLY EAST at 8/1 in from 12/1 after our big write up about this horse as one to follow for the season.

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TODAY'S HORSES IN FOCUS

Brighton 2:10 Handicap (Class 6) 5f - We backed **FLOWING CLARETS** last time up after a solid piece of information and the horse ran really well and only just got beaten. 11/2 looks fair but there is a whisper today for Richard Hughes trained **ZAVICON** around the same price maybe these could be the 1-2?

Brighton 3:15 Handicap (Class 5) 7f - Another horse we backed before and just missed out on was **DIAMOND PURSUIT** the information we had that day was spot on and the horse ran a personal best time. That's the strongest form on offer but this race looks above average for this track 11/1 in places is big enough for a small risk but I would be wary of some near the top of the market that have more scope for improvement.

Catterick 1:30 Stakes (Class 5) 5f - Many in this race have questions to answer but connections think that after being unsuited by the Beverley race **PACO ESCOSTAR** may be close today. The track suits this speedy type and the price offered is a generous 16/1. The speed rating for his last run here would put him there about it's certainly better than the 5/2 offered against Palmer.

Catterick 2:35 Handicap (Class 3) 7f - **CHE BELLA** at 9/2 is the one that I am interested in here. Ran far too free last time out and that meant there was no gas left at the business end but the horse clearly has plenty of ability and I would like to see the horse take a big step forward today.

Catterick 4:10 Handicap (Class 5) 12f - **JACKHAMMER** is having his first run for his new stable today and they tell me he is working well at home. The horse hasn't run great since having an over inflated mark and has had some confidence issues but 22/1 today looks huge for as horse that has fallen in the weights and has always been well thought of for his previous stable.

Catterick 4:40 Handicap (Class 5) 12f - **MODERNISM** owes us some money back from when we backed him at Chester. He was the best chance of a winner for Marwan at the festival but just came up a little way short. I think he is a good few pounds better than all of these though and I would think he may well be clear at the business end his stable are in a rich vein of form 7/1 looks very reasonable in fact we have him down as a 3/1 shot so that is value for money.

Catterick 5:10 Handicap (Class 6) 5f - The bet of this race could well be to back **CAPTAIN SCOOBY** 10/1 in running I think the race may well suit him as I expect a strong gallop and he just loves cutting through the pack late on. He may achieve a huge price in running and will be a bit of fun to see how that goes.

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This Weeks Golf Tournaments By Bet Fairway

Bet Fairway landed over a hundred points profit last week for members as Tyrell Hatton landed the Maximum Win bet at 22/1 to saunter to victory defending his Dunhill Links title.

Join the number one Golf Service out there with four years of winning and over 1200 points of clear profit.

We push on with selections in two great Tournaments this week and if you join now you can get them all.

The US PGA Tour does its bit for World relations by heading out to Asia for three weeks starting this week with the CIMB Classic at TPC Kuala Lumpur. Lets be clear this is one of the easiest courses the Yank players play all year and it's all about going low and flag hunting. Now Justin Thomas defends here this week but at 9/2 the Bookmakers are taking no chances with him and we can afford to let him go and go for bigger prices.

We need to be driving straight to be in a position to attack these pins so we are looking for players who are accurate off the tee and who are regularly up there in greens in regulation. Step forward the wonderfully named Xander Schauffele who was last seen winning the tour Championship and is on a steep curve to being a superstar.

In the last four months he has risen from outside the world's top 350 to 32 in the rankings, an incredible feat. This course will suit his attacking fearless style and he has a superb putting stroke.

I think he will go very close this week and at 28/1 with Stan James he is a must bet for me.

Don't forget I have selections in the CIMB Classic and the Italian Open so sign up now and get on these bets today!

The CIMB Classic Starts Thursday

Each Way - Xander Schauffele - 28/1 Stan James 1/4 odds 5 places

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