

WINNER ODDS REVIEW

INTRODUCTION FROM SBC EDITOR PETER LING

Welcome to this special Smart Betting Club PDF, showcasing our in-depth review of the Winner Odds tipster service.

First published in June 2019, this detailed review explores the profits made by this tipster since they started advising bets in 2016.

Winne Odds is just one of many tipsters providing advice across a range of sports that we review and monitor for Smart Betting Club members. The very best tipsters we find make our 'Hall of Fame' of recommended services proven to make money betting.

If you enjoy this review and are keen to learn more on many other tipsters just like Winner Odds, then you might like to consider joining our tight-knit community of profitable gamblers.

With a 100% independent tipster review policy (no affiliate links anywhere!) you can also be assured when we do recommend a tipster, it's for a good reason.

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Best Regards,

Peter Ling



Smart Betting Club Owner/Founder smartbettingclub.com

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We can help point you in the direction of the **best tipsters, systems and methods for making money betting** via the following:

- **[SBC Magazines](#)** – Gain full access to regular SBC magazines, which feature our independent tipster reviews – famed for their detail and for uncovering the very best betting tipsters out there.
- **[SBC Tipster Profit Reports](#)** – Published several times a year, these unique reports contain our latest tipster ratings, including ‘Hall of Fame’ recommendations and at a glance comparative league tables on over 60 different of the most profitable tipsters.
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SMART BETTING CLUB MAGAZINE SAMPLE REVIEW:

Winner Odds

First published June 2019

Winner Odds as the review outlines is a very high volume tipping service providing an outstanding level of profit, particularly betting bank growth since it began in 2016.

With quite a lot to unpack and explain – this review goes into great detail on the service, how it works and for whom it might be suitable. We also explore the underlying strategy, all aspects of performance to the 3 different metrics Winner Odds utilise and the availability of the odds advised on each tip.

It should be noted that this review was published in June 2019 and features analysis on results up to the end of April 2019. We continue to report back on the performance of Winner Odds in SBC's unique and member-only [Tipster Profit Reports](#).

REVIEW: WINNER ODDS REVIEWER: ROWAN DAY DATA ANALYSIS: MARK KEMP

UNIQUE HIGH VOLUME TENNIS TIPSTER UTILIZING ARTIFICIAL INTELLIGENCE

NAME:	Winner Odds	EMAIL:	miguel@winnerodds.net
WEBSITE:	http://www.winnerodds.com	TWITTER:	@winnerodds
BET DELIVERY:	Email/Website	COST:	€79/month; €69/month when subscribing for 6 months.
BET FREQUENCY:	20+ bets/day	SBC DISCOUNT:	€40 discount on your first payment

BET SUPPLY TIME:	GMT/Aus/NZ: No set time.
LANGUAGE:	English

BOOKMAKERS:	Recommended: Pinnacle, SBO, Bet365, William Hill, Ladbrokes, 888Sport
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SERVICE SNAPSHOT

- Outstandingly high rate of bank growth – 1941% in 36 months;
- The 'Average User' can reasonably expect to hit an ROI of 8%+;
- Clear profit at Minimum odds is also very promising;
- High workload involved to exploit close to full profit potential.
- Extremely professionally run;
- Major Hall of Fame potential.

INTRODUCTION

Winner Odds is a service with a difference. Covering tennis matches across the globe it provides around 1,000 picks per month, uses an online portal which feeds in live odds, and a Kelly Criterion stake calculator plus bet tracking/stats facility.

There is a lot to unpack as per this service and so this is a very detailed review, yet one we highly encourage you to take 15 minutes to absorb, especially those of you seeking an affordable tipster with very strong bank growth.

SERVICE IN DETAIL

Background

Miguel Figueres - a Spanish Civil Engineer and ex-poker player – is the founder and driving force behind Winner Odds. Having learnt about the application of Artificial Intelligence during his PhD studies, Miguel believed he could use AI to his advantage in the sports betting markets. In 2014 he started programming in MATLAB, a high-level computer language used for analysing data, developing algorithms, and creating models. In 2015 Miguel successfully put the model he had developed to the test in a live betting environment, rapidly growing his bankroll.

It was at this point that Miguel knew that he would soon have to face the quandary that all successful bettors must, i.e. what to do when the bookmakers started to restrict his accounts. One way to generate some consistent revenue from his hard work would be to share his predictions with others, and so Winner Odds was born:

“I decided to create my own website to share the recommendations and contacted a team of four people; designers and programmers.

I had never followed a tipster before, so I was not influenced by concepts like "stake" or "yield". I created my own criteria to improve the methods by applying what I had learned in Educapoker* (Minimum Success Percentage to bet all-in) and in Forex trading (optimize profit factor or profit/DD). So, I tried to optimize the Profit/Expected Maximum Drawdown ratio, and guarantee that by betting at Minimum Profitable Odds (MPO), you can still make a profit.”

*A Spanish website that teaches strategies for optimum poker play.

Bet Delivery

There are a lot of tips put up by Winner Odds – frequently more than 20 per day – but specific odds are not quoted for each pick. Instead there is a live odds feed on the site which highlights when a particular player is at a value price – those that are at or above what they term as the Minimum Profitable Odds (MPO) – which is also known as ‘No Bet Under’.

Bet notification comes through to members via email, but to pick up the details of the selection it is necessary to log on to the website. The site clearly identifies potential bets – the MPO for backing them, and which bookmakers are offering prices that are greater than the MPO and which should therefore be taken. Here is a partial screenshot taken recently, which firstly shows that Katerina Siniakova is a value bet at the 2.50 offered by Paddy Power as it is above the MPO of 2.46

The second bet – that for Verena Meliss is only available at a best priced 1.25, and therefore is under the MPO of 1.273.

TOURNAMENT / DATE	PLAYERS	MINIMUM ODD	BOOKMAKERS							ODDS
ATP Roland Garros France 03.06.19 11:00 	Katerina Siniakova	2.46	PADDYPOW 2.50 0€	BETFAIR 2.45	BET365 2.375	WILLIAM 2.375	PINNACLE 2.30	+		
	Madison Keys	1.772	1.533	1.56	1.571	1.571	1.68	+		
ITF-W 25K Torun Poland 03.06.19 15:15 	Laura Svatikova	99	3.75	3.50	3.30	+				
	Verena Meliss	1.273	BET365 1.25	PADDYPOW 1.25	BETFAIR 1.24	+				

In the above screenshot, I have a list of the bookmakers I utilise and you can modify the list of bookmakers on site so that the odds fed into the portal are entirely relevant to you.

If wishing to use the Kelly staking strategy recommended by Miguel, you can also enter your personal bankroll leaving the calculator to provide the exact stake to be risked on each individual bet appropriate to the odds available. The portal will update the bankroll automatically on the completion of each match that has been bet on, and record each bet struck plus the outcome. This allows for a statistical breakdown of an individual's betting record as it builds. It is an extremely slick and user-friendly piece of software.

Please note that many 'bets' come through at odds that are below the MPO baseline, and that it is up to the user to bet only on those that can be backed above the MPO with the bookmakers they have available to them. We asked Miguel how often he would recommend subscribers log into the site to check which bets are available at a value price:

“We recommend our members log in every time they receive an email notification. If there is a reason that makes this not possible, it is enough to log in early in the morning, and in the evening, although the best hours depend on the season, as the matches (and the bookmaker odds) depend on the countries hosting the tournaments. “

Miguel also provided us with a link to a tweet which shows the distribution of bets across each day of the week: [Pick Distribution](#) (if you open this link using Google Chrome, it will be translated from the Spanish). It is interesting to see that the majority of tips are issued between Monday and Thursday.

Winner Odds is not the cheapest of services. At €79/month or €65/month if committing to a six-month membership, we're looking at one of the pricier options in the market. Our analysis of results will dictate if the subscription cost represents good value or not.

There is a special €40 discount available to Smart Betting Club members on the cost of your first payment to Winner Odds for those of you keen to try the service out. Simply enter the coupon code **sb-wo** to enjoy this discount. This code can be used both with a monthly (€79-€40 = €39 for your first month) or biannual subscription (€390 - €40 = €350 for your first 6 months) and it is applied only to the first payment.

SERVICE RESULTS

Before we start delving into the performance record too deeply, we need to first point out that there are three betting records provided by Winner Odds that we could explore.

1. **'First User'** – these are the best results and reflect the first successfully placed bet above the MPO by any Winner Odds customer. It would not be unreasonable for the odds taken on this bet as representing the 'advised price', although clearly it is quite possible that only one customer will have achieved these odds.

Performance summary (level staking)

Year	Bets	Stakes	P/L	ROI
2016	4663	4663.00	393.87	8.45%
2017	5033	5033.00	688.13	13.67%
2018	10362	10362.00	1020.39	9.85%
2019	3084	3084.00	277.33	8.99%
Total	23142	23142.00	2379.72	10.28%

2. **'Average User'** – the odds used to record this category's performance are those derived from the total stakes placed and the average price achieved by all Winners Odds clients.

Performance summary (level staking)

Year	Bets	Stakes	P/L	ROI
2016	4663	4663.00	313.12	6.71%
2017	5033	5033.00	589.17	11.71%
2018	10362	10362.00	803.59	7.76%
2019	3084	3084.00	235.54	7.64%
Total	23142	23142.00	1941.42	8.39%

3. **'Minimal Profitable Odds'** – the minimum acceptable price, below which customers are advised to refrain from backing as the value ceases to exist.

Performance summary (level staking)

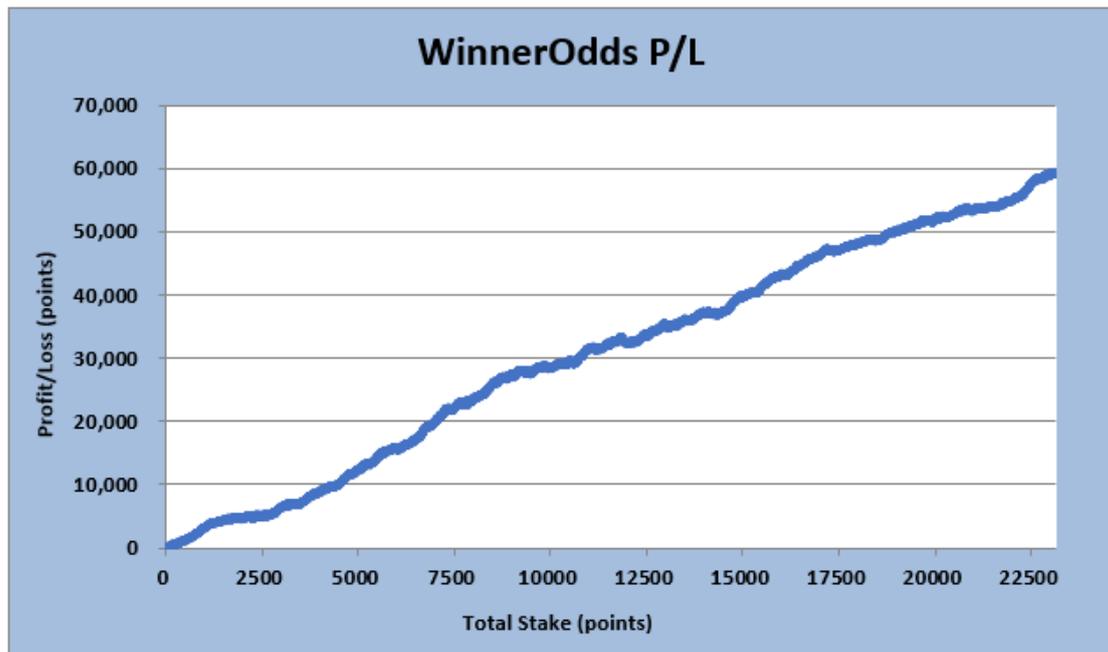
Year	Bets	Stakes	P/L	ROI
2016	4663	4663.00	29.04	0.62%
2017	5033	5033.00	266.42	5.29%
2018	10362	10362.00	288.99	2.79%
2019	3084	3084.00	70.37	2.28%
Total	23142	23142.00	654.82	2.83%

To summarize then, our data shows that the theoretically achieved ROI attained by Winner Odds followers is 10.8% over a 23,142 bet sample, the 'Average User' history shows 8.39%, whilst there is an ROI of 2.83% available at the MPO.

The 'Average User' price is we feel, the best one to take moving forward as it reflects what has actually been achieved by a fair proportion of the WinnerOdds customer base. For this reason, it is this category of results that we shall use as our base for further, more in-depth analysis.

However, it is important to pause for a moment to consider the profitability if backing all bets at the MPO price. That an ROI of 2.83% can be achieved at this price level has to be a huge tick for the efficiency of the WinnerOdds model. It also has practical implications for the follower, who can place bets that may have shortened from the advised odds with confidence knowing that the performance history shows they can still build a profit, provided they stay the right side of the MPO line.

On to the profit and loss graph, which is comfortably the most impressively smooth we've seen from any service we've analysed:



From 36 months of tipping, WinnerOdds has suffered just one losing month, and the longest losing run over the whole range of bets through that time period has reached only ten. These are remarkable figures, but perhaps not as remarkable as those we see when we come to look at the rate of bank growth – ROC - that WinnerOdds has achieved to date:

Performance Summary (Level Stakes) Average User

Year	Bets	Stakes	P/L	ROI	ROC
2016	4,663	4663	313	6.71%	313.1%
2017	5,033	5033	589	11.71%	589.2%
2018	10,362	10362	804	7.76%	803.6%
2019	3,084	3084	236	7.64%	235.5%
Total	23,142	23142	1,941	8.39%	1941.4%

It is the ability to churn over a bankroll at a rapid rate through the issuing of such a high volume of bets that is WinnerOdds' unique selling point, for this translates directly into an astonishing rate of growth.

Staking

Looking at our data, it became immediately apparent that performance to level stakes is comfortably outperforming that to advised stakes:

Our performance summary table for WinnerOdds at level stakes (see above) showed an ROI of 8.39% achieved. We can see from the table below, which summarizes performance attained from utilizing the Kelly staking approach recommended by Miguel, that the ROI achieved is 6.11%:

Performance summary (advised staking - Kelly)

Year	Bets	Stakes	P/L	ROI
2016	4663	183483.36	10992.24	5.99%
2017	5033	266319.04	17649.62	6.63%
2018	10362	406269.24	23621.03	5.81%
2019	3084	115264.27	7125.44	6.18%
Total	23142	971335.91	59388.33	6.11%

We asked Miguel for his thoughts, and despite the respective ROI figures he prefers to use the Kelly criterion as it reduces the level of risk:

I don't think it is outperformed from a profit/risk point of view. Using level staking results in a higher yield, but also a much higher risk, in case we choose the bet size of the level staking that produces the same profit than advised bet size (<https://www.winnerodds.com/blog/level-or-percentage-staking-from-a-reward-risk-point-of-view/>).

The merits of backing at level staking vs Kelly staking could be debated all day and that is not the purpose of this review, however it is worth being aware of the differences at play. There is lots of material on staking available at the WinnerOdds website to read if this is of interest to you.

Odds Banding

Almost a quarter of all bets issued by WinnerOdds have been at prices of 1.25 or lower, which traditionally many will have seen as prohibitive. However, the data shows that they are profitable, albeit running at a lower ROI than those bets given at higher odds:

Odds banding (level staking)

Band	Bets	Stakes	P/L	ROI
Under 1.25	5664	5664.00	262.60	4.64%
1.25-1.43	4781	4781.00	356.90	7.46%
1.44-1.69	4466	4466.00	330.62	7.40%
1.7-2.24	4349	4349.00	320.81	7.38%
Over 2.24	3882	3882.00	670.49	17.27%
Total	23142	23142.00	1941.42	8.39%

The 17.27% ROI gained from bets at a price of 2.25 or higher looks something of an anomaly, but 3,882 bets is a fair-sized sample from which to look for evidence that can be relied upon.

Tour/Competition

Professional tennis is split into two distinct levels across both the men's and women's sport. The ATP and WTA tours represent the top level with their tournaments being contested by the highest rated players in the game, with the ITF and Challenger tours ranking just below.

It is clear that the lower-ranked tournaments are the source of greater profit for WinnerOdds:

Tour, Series, Championship (level staking)

Band	Bets	Stakes	P/L	ROI
ITF	14688	14688.00	1391.84	9.48%
Challenger	3612	3612.00	284.22	7.87%
ATP	2664	2664.00	129.76	4.87%
WTA	2107	2107.00	141.07	6.70%
Total	23071	23071.00	1946.89	8.44%

This perhaps, is not too surprising. The players contesting the ITF and Challenger matches are largely unknown to the non-tennis aficionado, and their merits and form likely to be much harder for the bookmaker's trading teams to assess accurately.

Bookmakers know this and therefore it is reasonable to expect that getting a bet matched on an ITF or Challenger player compared to a ATP or WTA will be more difficult. The lines on these smaller tournaments will move quicker and be more wary of 'sharp' money.

BETTING BANK

Considering the immense size of the dataset of over 23,000 bets, the largest drawdown experienced to date is a remarkably low 45 points if using level stakes.

There have been four other instances of a 30-point drawdown being reached, and 15 occasions on which a drawdown exceeded 20 points.

We are recommending a 100-point bank if backing to level stakes and looking to achieve the 'Average User' prices. This is the case whether using a level stakes strategy or the Kelly staking methodology.

DEEPER BETTING BANK, STAKE & RISK ANALYSIS

Working with our new team member, Mark and as part of a deeper set of analysis, we have published some more advanced statistics that we appreciate some of you might find of note.

These calculations are based on a series of Monte Carlo simulations we ran for WinnerOdds, which in their basic form allows you to recreate the WinnerOdds bet profile (for example strike-rate and average odds) many thousands of times. This is useful as it takes matters beyond just simply looking at their live record and to get a better sense of the likelihood of certain losing runs and how they stack up from a 'risk' perspective.

99th Percentile Drawdown: 51 points

This calculation indicates there is a 1% chance of a losing run of 51 points in any given year to the current staking plan as an 'average user' from Winner Odds. It is useful as should a drawdown exceed this figure, it indicates there is a problem or change in the service to be aware of.

50th Percentile Drawdown: 19 Points

This calculation indicates there is a 50% chance, i.e. even money, of a losing run of 19 points in any given year to the current staking plan. Should you follow for 2 years, you should expect to suffer a drawdown of around 19 points at some stage.

50% Bankroll Drawdown: 98th Percentile

Assuming a bankroll of 100 points, this calculation indicates you would expect a 50 point (i.e. 50%) drawdown to not be experienced in 98% of years, meaning it would be in 2% of years.

Likelihood of a losing year: 1.93% (1 in 51.9 years)

A self-explanatory calculation indicating you will make a loss on average once in every 51.9 years. Conversely the chance of a winning year is 98.07%.

Risk Reward Ratio: 15.899 (EXCELLENT)

This calculation takes the average annual profit and divides it by average annual drawdown to give an output that evaluates the risk in following versus the reward. The higher the better.
Scale: Poor <1, Average 1 to 1.5, Strong 1.5 to 2 and Excellent 2+

Capital Risk Ratio: 29.17% (EXCELLENT)

This is a useful calculation that indicates the maximum drawdown expressed as a % of the recommended bank size. It indicates the average level of risk. The lower the better.
Scale: Poor >66%, Average 50%-66%, Strong 33%-50% and Excellent <33%

ODDS TRACKING

To gauge the availability of the odds quoted by WinnerOdds, we tracked the price movements on all bets issued between 6th February and 20th March 2019. Because of the intense nature of the service in terms of the number of picks issued, we adopted a ‘random sampling’ methodology. In essence, this meant we took approximately five bets per day, each one chosen at random, and tracked the odds movements on this smaller sample.

Our testing compared the advised odds against those available from a panel of bookmakers consisting of Bet365, Paddy Power, Pinnacle and SBO Bet, in addition to the exchanges Matchbook, Betfair and Smarkets. The odds were noted at the time bet notifications were received, 15 minutes later, and at 60 minutes following release.

Odds tracking results

	Ave Odds	P/L	ROI	ROI Diff
Advised	1.861	(8.45)	(3.89%)	
Received	1.762	(9.55)	(4.40%)	(0.51%)
+15 Mins	1.755	(9.64)	(4.44%)	(0.55%)
+60 Mins	1.791	(9.20)	(4.24%)	(0.34%)

The table above tells us that the chance of members being able to replicate the ‘First User’ prices is negligible, with a 0.51% drop in ROI from the advised price even when betting immediately upon bet receipt. We see a further small drop in price 15 minutes later, before something of a bounce back after 60 minutes.

Our exercise also showed that Bet365 was the ‘go to’ bookmaker, offering the best price for over 50% of the bets if betting at time of release, or after 15 minutes, or after one hour:

Odds tracking results (best price)

	Received	+15 Mins	+60 Mins
Bet365	54.6%	52.9%	50.4%
Paddy Power	15.9%	14.7%	14.6%

Pinnacle	27.0%	25.3%	27.9%
SBO Bet	8.7%	7.1%	7.1%

USE OF THE EXCHANGES

Can a WinnerOdds subscriber utilize the betting exchanges to follow the service effectively?

It was interesting to note that from our odds tracking exercise that at the time of bet receipt, the best Exchange price available (from Matchbook, Betfair and Smarkets) exceeded the best available bookmaker price just 18.1% of the time. 60 minutes later, this fell to just 13.9% of bets:

Odds tracking results (bookmaker v exchange)

	Received	+15 Mins	+60 Mins
Bookmaker	81.9%	83.8%	86.1%
Exchange	18.1%	16.2%	13.9%

What these figures tell us is that the exchange prices are more susceptible to erosion than those offered by the bookmakers, but do they mean that someone with highly restricted or zero access to online accounts simply can't make a profit from WinnerOdds using the exchanges?

Perhaps not. As we've seen, WinnerOdds issues an extremely high number of bets – an average of around 20 each day. From our odds tracking data, we found that the Exchanges are offering the highest price available (net of maximum commission) for between 1-in-5 to 1-in-6 bets.

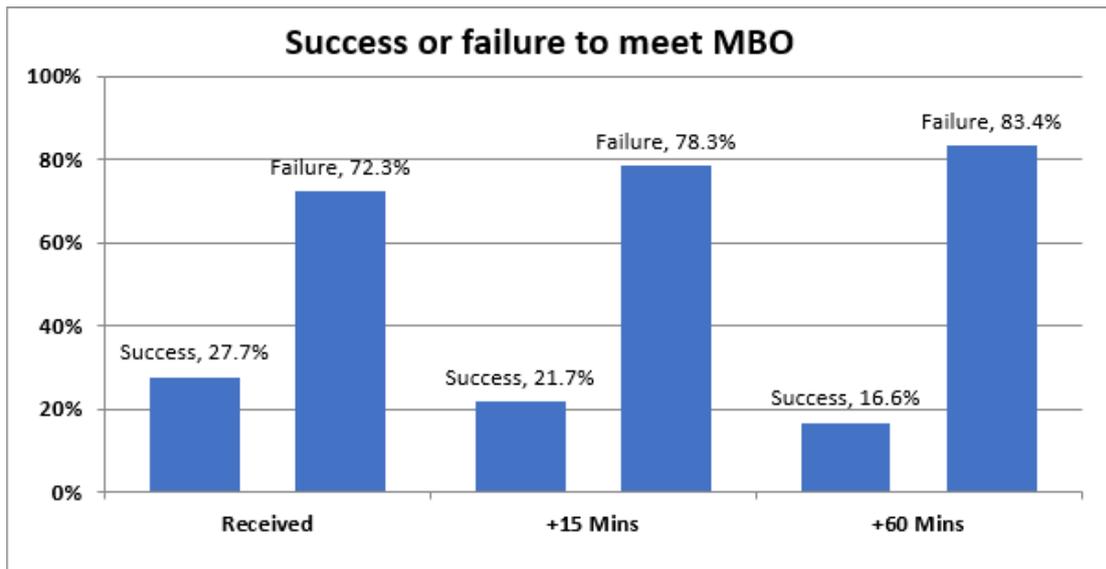
Over a typical week, this means that Exchange users are securing the best available price on somewhere between 25 and 35 bets, which is more than enough turnover to generate a useful rate of bank growth. Note too, that this exchange turnover is based exclusively on a follower obtaining the best price available to strike a bet; the fact is that more bets would be available above the MPO price and which therefore can be taken with the expectation of making a long-term profit.

The only factor that might count against using the Exchanges is that with so many of the WinnerOdds bets sourced from within the smaller ITF/Challenger Tours, a lack of liquidity may sometimes be an issue.

SERVICE PRACTICALITY

David, our odds tracker, raised an issue as a result of observations he made during his price recording exercise. He noticed that a large portion of the bets advised were at a price below the cut-off Minimum Profitable Odds point. From the sample of 217 bets that David recorded, only 62 were at a price that could be backed at a price above the MPO.

The percentage of those selections that could still be backed above the MPO 15 minutes later is lower still as the prices begin to erode, and after an hour only 16.6% of bets still held "value":



These figures may well represent a source of frustration for members who discover that they can only place a relatively small proportion of the bets that come through, at an appropriate price level. This issue would also be more acute for those members who can't strike their bets with speed as soon as the bet details are received.

Our feeling is that this is not an insurmountable problem in that there are still plenty of bets that can be struck and from which strong bank growth can be achieved. WinnerOdds is typical of a very high turnover/high bank growth service in that there is plenty of upside available but only for those who are prepared, and who are able, to put the requisite work in. An ability to log into the site three or four times a day is imperative. Do this, and there are plenty of betting opportunities to exploit where you can strike your bet at a price above that all important MPO level, a good proportion of which will be significantly higher than that baseline price.

That's not to say there aren't areas that if tweaked a little by WinnerOdds, the user experience could be improved. As David puts it:

I cannot see the point on sending a "prediction" when the minimum odds requirement is not met by the sportsbooks on offer. I would think that if Pinnacle, William Hill or Bet 365 are not above that figure, it would be difficult to find a match elsewhere.

It would also be more user friendly for the email to have the details of the minimum odds required, and finally, when a "prediction" is issued, you go to the website to find the selection. It would be very helpful if that entry was either at the top or the bottom of the page, to help it be found more quickly.

These are small points however, and we certainly don't want to detract at all from the overall professionalism of the service and the website.

SERVICE IN SUMMARY

WinnerOdds is an extremely professional service. The portal it uses to highlight potential bets is very easy to use. Miguel, who runs the service, has been exemplary in his dealings with us, with no question too much trouble for him to answer fully and promptly.

All this aside though, there is one absolute stand out factor – profitability. The rate of bank growth, whether using level staking or the service’s preferred Kelly strategy, is outstanding. We’ve seen ROC figures the like of which we’ve not seen before from any other tipping service and the output from our Montecarlo simulator highlights the risk reward and capital risk as truly excellent. Over a large sample of bets, the model has proven itself in its ability to identify value in the tennis markets. That is without doubt.

If you’re sensing a ‘But’, well it really is only a small one. The profit is there for a WinnerOdds subscriber to grab for themselves, but there is a price to pay in terms of the time and effort needed to exploit the potential. Ideally you would be able to log in to the site every hour through the day to maximize profit by jumping on as many of the betting opportunities the model identifies as you possibly can. At the very least, you need to be able to log in three or four times each day and be prepared to place a high number of bets.

Long term, there are always going to be issues around keeping your online accounts open and viable. The ITF and Challenger events are not the most robust of markets, but they are the source of the majority of the bets and indeed of the profit. How accommodating the UK books will remain to you profiting from these markets for any length of time, who knows, although a lot of your bets will be at short odds so hopefully the restrictions will not bite too quickly. For those of you able to use the likes of Pinnacle and SBO Bet, this is not an issue, and as previously discussed we do feel there is some potential in using the Exchanges too.

WinnerOdds isn’t the cheapest service out there, but as for much in life, you get what you pay for. In this instance, what you get for your money is highly impressive indeed.

This is a service with very strong Hall of Fame potential – we will be reporting back on this in the very next Tipster Profit Report.

SERVICE RATINGS

Returns: 4/5.

Risk: 3.5

Cost: 2.5

Transparency: 4.5

Odds Availability: 3.5

Suggested portfolio weighting: 3

Customer service: 5

Overall: 3

Patience: 12 months

Rating: Speculative Buy

Betting Bank: 100 points

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I hope you have enjoyed this free Smart Betting Club review and started to understand a little bit more about how the service can help you and your betting.

Over the past 13 years, the SBC team have reviewed hundreds and proofed thousands of tipster services – with the very best and most profitable tipsters listed in the Hall of Fame and featured in our Betting Magazines.

My team and I constantly track and monitor these very best tipsters and feedback to you as a member on their ongoing progress with tipster league tables, ratings, charts and analysis.

Because SBC is funded by our members, this ensures we are fully on the side of the punter and can speak the truth about the betting industry. SBC is proud to be different and fiercely protective of the people we represent – you the punter.

The goal is to help you make money betting, whether for the first time ever or to build on existing profits.

Why not try out the [Smart Betting Club](#) service to see how we can help you and your betting?

Don't forget either that membership to the Smart Betting Club comes with a 100% money back guarantee if not satisfied with our service in anyway. Thus, you can join with full peace of mind.

Peter Ling
Smart Betting Club Editor

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