

BOOKMAKERS VS BET EXCHANGES

- Bookmakers make money when you lose.
- Bet Exchanges make a % commission on bets that you place with them.
- Bet Exchanges allow you to “Be the Bookie” by betting against fellow punters.
- Bet Exchanges usually offer better odds.
- Betfair & Smarkets are the main betting exchanges you should have accounts with.
- Bet Exchanges allow you to “Lay a bet”

LAYING A BET WITH A BET EXCHANGE

- Betting Exchanges allow us to be the bookie.
- By laying a bet, we win if that team doesn't win or if that horse doesn't win.
- There are only ever two possible outcomes and one outcome has to happen.
- England win the football game or they don't. I.e. It is a draw or Germany win
- Or horse #2 comes first or it doesn't. By laying horse #2, we win if it doesn't come first. I.e. If any other horse wins, we win our bet.
- By backing and laying the same outcome, we cover every possible outcome with just 2 bets

UNDERSTANDING LIABILITY

- When you place a Lay Bet of £x, you have a Liability of £y.
- Liability is the money you need in your Bet Exchange account to be able to place that Lay Bet.
- If you lose your Lay Bet then you pay the person who won, the liability.
- If you think about it, when a bookmaker takes your bet, they must be ready to be able to pay you your winnings if you win. I.e. they have a liability to pay you your winnings if you win.
- When you lay a bet, you are becoming the bookmaker

LAYING A BET WITH A BET EXCHANGE

- Practice the exercise with the person sitting next to you.
- Pretend to place a bet with them. One of you be the punter and the other, the bookmaker.
- You make (Back) a bet and they take (Lay) the bet.
- “I’d like to bet £1000 on England winning at odds of 2/1 (2 to 1) (3.0)”.
- “Thanks, I can take that bet because I can afford to pay you your £2000 win if you win”.
- Then swap roles with the same person and try the exercise again.

BACKING AND LAYING

- “Backing” is another word that is commonly used for betting.
- If you back something, then you want it to win. You place a back bet. This is what the average person does.
- If you lay something, then you want it to lose / “Not win”. You place a lay bet.
- Hence if you back AND lay something, then you have covered every possible outcome by only having to place 2 bets.

EXAMPLES OF BACKING AND LAYING FOOTBALL

- Take a football match for example.
- You could back Team 1 with Coral.
- You could also lay Team 1 at the Betting Exchange (Betfair or Smarkets).
- If Team 1 win then you win at Coral but lose at the Bet Exchange.
- If Team 1 does not win (I.e. It's a draw or Team 2 Wins) then you win at the Betting Exchange but lose at Coral.

GOOD FOOTBALL EVENTS TO BET ON

- The Premier League
- The Spanish La Liga
- The Championship
- The FA Cup, The EFL Cup
- The Italian Serie A
- Germany's Bundesliga
- The Champions League
- The Europa League
- <https://www.bbc.co.uk/sport/football/scores-fixtures>

EXAMPLES OF BACKING AND LAYING FOOTBALL



VS



EXAMPLES OF BACKING AND LAYING FOOTBALL



VS



2.15

2.22

EXAMPLES OF BACKING AND LAYING FOOTBALL



VS



CORAL

2.15

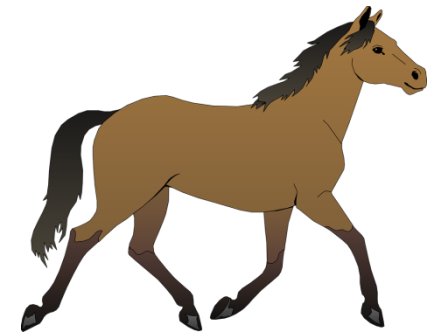
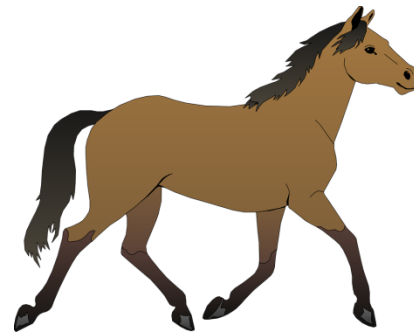
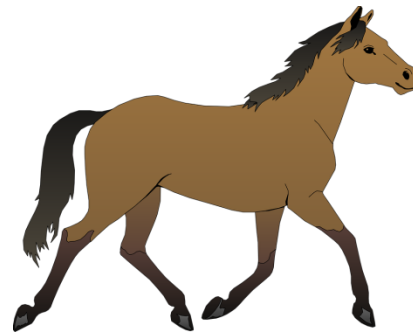
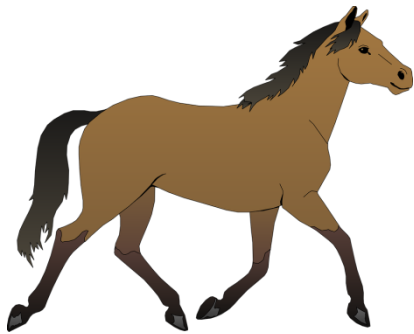
SMARKETS

2.22

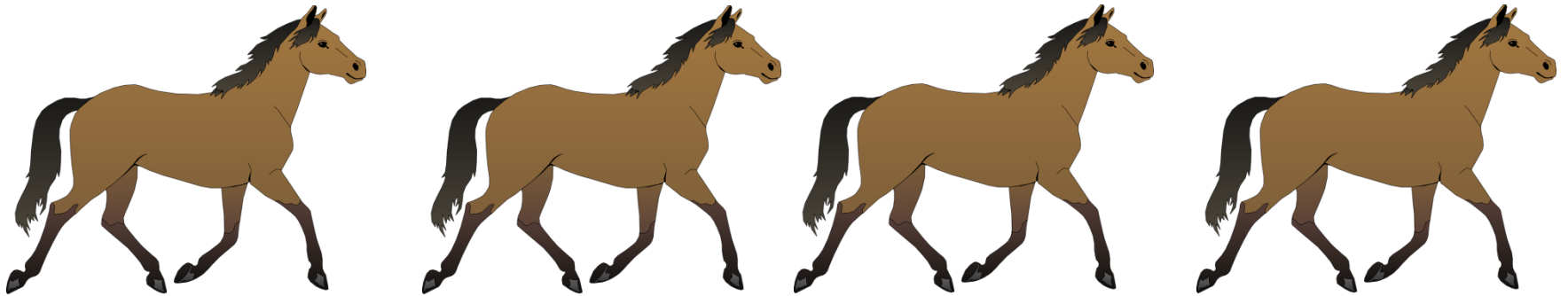
Examples Of Backing And Laying Horse Racing

- Say that you bet on a big horse race that has 40 horses running.
- You could bet on all 40 horses at 40 different bookmakers, but this would be very time consuming especially if you wanted to return the same amount whichever horse won!
- Instead, you do this by placing just 2 bets. You place 1 bet at a bookmaker for your horse to win and you also lay that horse to win at the bet exchange.

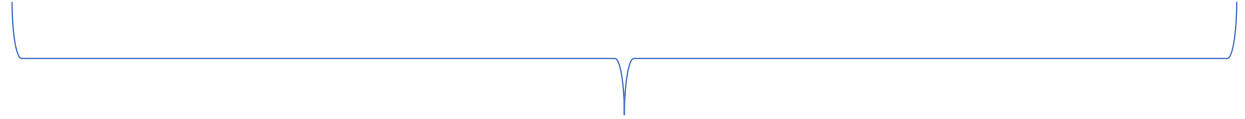
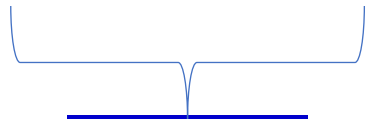
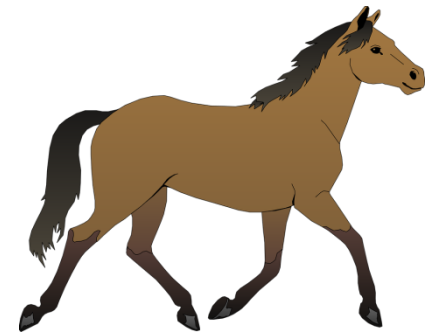
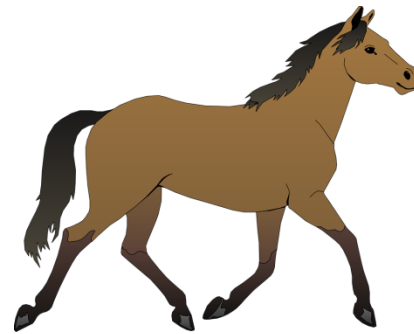
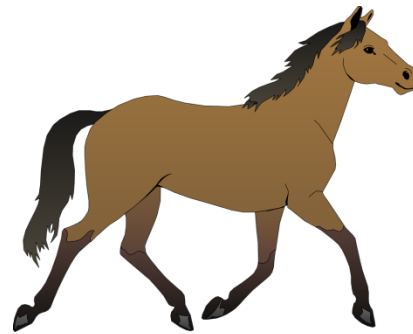
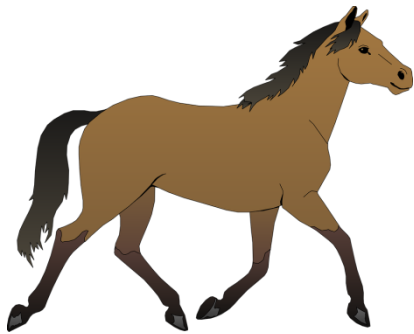
EXAMPLES OF BACKING AND LAYING HORSE RACING



EXAMPLES OF BACKING AND LAYING HORSE RACING



EXAMPLES OF BACKING AND LAYING HORSE RACING



BACKING AND LAYING IN MATCHED BETTING

- Backing and Laying is GREAT for matched betting because it allows us to bet on anything and always win one of the two bets that we place.
- We use this concept of backing and laying for both our trigger bet and free bets.
- Later we will look at a matched betting calculator – This tells us how much to lay to win the same amount whichever bet wins.

BET EXCHANGES

- Go to a Bet Exchange (Smarkets or Betfair)
- Note that Betfair also has a sportsbook
- Set your odds to decimal.
- Find the event that you found earlier and look at the lay odds for that event.
- Look at the liquidity as well. Liquidity is how much is available to bet on. The higher the liquidity, the better.
- Lets's have a look at Smarkets

SAME COMPANY BOOKMAKERS (WHY I RECOMMEND SMARKETS)

- Ladbrokes and Coral are under the same company
- Flutter Group merged with Stars Group:
- Paddy Power and Betfair are under the same company, which include Skybet, FanDuel, PokerStars, Full Tilt, Fox Bet and BetEasy
- This is one of the reasons that I recommend laying with Smarkets over Betfair
- If you back with any of the above, make sure to lay with Smarkets

HOW TO DO A BET X, GET Y MATCHED BET

- Step 1 - Find an offer
- Step 2 – Find something to bet on, either manually or with an Oddsmatcher
- Step 3 – Use a matched betting calculator to show you how much you need to back and lay to lock in the same “Acceptable loss” whatever the outcome of the match
- Step 4 – Place your bets: Back at the bookmaker and lay at the bet exchange. Always backing and laying the same thing.
- Step 5 – Now do the same with your free bet. Find something to be on, however this time, use the calculator with “Free Bet SNR” selected to see how much you need to back and lay.
- Step 6 – Back and lay the same outcome, this time using your free bet. This locks in your profit.
- Step 7 – Repeat from Step 1 with another offer

PART 1 OF 2

GETTING THE FREE BET

- Take Coral, for example. We need to place a £5 bet to get access to our £20 worth of free bets. (4 x £5 free bets).
- But we don't want to risk losing that initial £5.
- So we use a bet exchange to lay whatever we bet on at Coral, so we will always win one of our bets - whatever the outcome!
- This first bet is called the "Trigger bet" (Also known as a Qualifying bet) and we take a small loss called the "Acceptable Loss".

PART 2 OF 2

CONVERTING THE FREE BET INTO MONEY

- Once we have placed our initial £5 bet, we sometimes have to wait for that bet to “Settle” i.e. take place, so we can bet with our free bets. Sometimes it is credited instantly.
- Then we do the same as we did before, but this time betting with our free bets.
- We find something to bet on and lay that same outcome with Smarkets.

HOW MUCH SHOULD I LAY? MATCHED BETTING CALCULATOR

- After the next few slides we will have a look at a matched betting calculator.
- The lay commission is 2% at Smarkets
- For bets, the closer the back & lay odds, the better. This way we minimise our acceptable loss for the trigger bets.
- For free bets, we want the odds close and also note that the higher the odds, the more money you make, but the higher the liability. Kind of like a trade off.

FOR THE FREE BETS - HIGHER ODDS ARE BETTER

FREE BET ODDS	PROFIT	LIABILITY
2.0	£9	£11
4.0	£13	£50
6.0	£15	£90

HOW MUCH DO I LAY? MATCHED BETTING CALCULATOR

CALCULATOR

Normal Free Bet SNR Refund Advanced display:

Back Stake: £

Back Odds:

Lay Odds: Lay commission: %

CALCULATOR

Normal

Free Bet SNR

Refund

Advanced display:

Back Stake: £ 5

Back Odds: 2.15

Lay Odds: 2.22

Lay commission: 2 %

Partially Matched:

Results:

Lay Odds: 2.22

Lay Amount: **£4.89**

Liability: **£5.97**

Overall profit will be: **£-0.22**

Summary:

	Bookmaker:	Exchange:	Total:
If Bookmaker (Back) bet wins:	£5.75	£-5.97	= £-0.22
If Exchange (Lay) bet wins:	£-5.00	£4.79	= £-0.21

CALCULATOR

Advanced display:

Back Stake: £ 5

Back Odds: 4.33

Lay Odds: 4.8

Lay commission: 2 %

Partially Matched:

Results:

Lay Odds: 4.8

Lay Amount: **£3.48**

Liability: **£13.22**

Overall profit will be: **£3.43**

Summary:

	Bookmaker:	Exchange:	=	Total:
If Bookmaker (Back) bet wins:	£16.65	£-13.22	=	£3.43
If Exchange (Lay) bet wins:	£0.00	£3.41	=	£3.41

CALCULATOR

Advanced display:

Back Stake: £ 20

Back Odds: 4.33

Lay Odds: 4.8

Lay commission: 2 %

Partially Matched:

Results:

Lay Odds: 4.8

Lay Amount: **£13.93**

Liability: **£52.93**

Overall profit will be: **£13.67**

Summary:

	Bookmaker:	Exchange:	Total:
If Bookmaker (Back) bet wins:	£66.60	£-52.93	= £13.67
If Exchange (Lay) bet wins:	£0.00	£13.65	= £13.65

STEP BY STEP “BET X, GET X” PLAN

- Find a Coral offer like ‘Bet £5, get £20’.
 - Open an account with them and deposit funds for the qualifying or *trigger* bet.
 - Find something to bet on either manually or by using an Oddsmatcher & use the MB calculator to calculate the lay amount.
 - Place the bet - Back, lay and wait for the event to happen. Remember to confirm your bets.
 - Then do the same with your free bets.
- <https://www.onlinebettingschool.com/7steps>

PLACING YOUR FIRST MATCHED BET

- After lunch we will go step by step together to place our first matched bet.
- Place a £5 bet with Coral.
- Use the matched betting calculator to tell you how much to lay.
- Use Smarkets to lay the bet. Aka bet against that particular outcome.
- We do this to get our free bets.
- Then tomorrow, we make a profit by backing and laying with our free bets on a different football match.