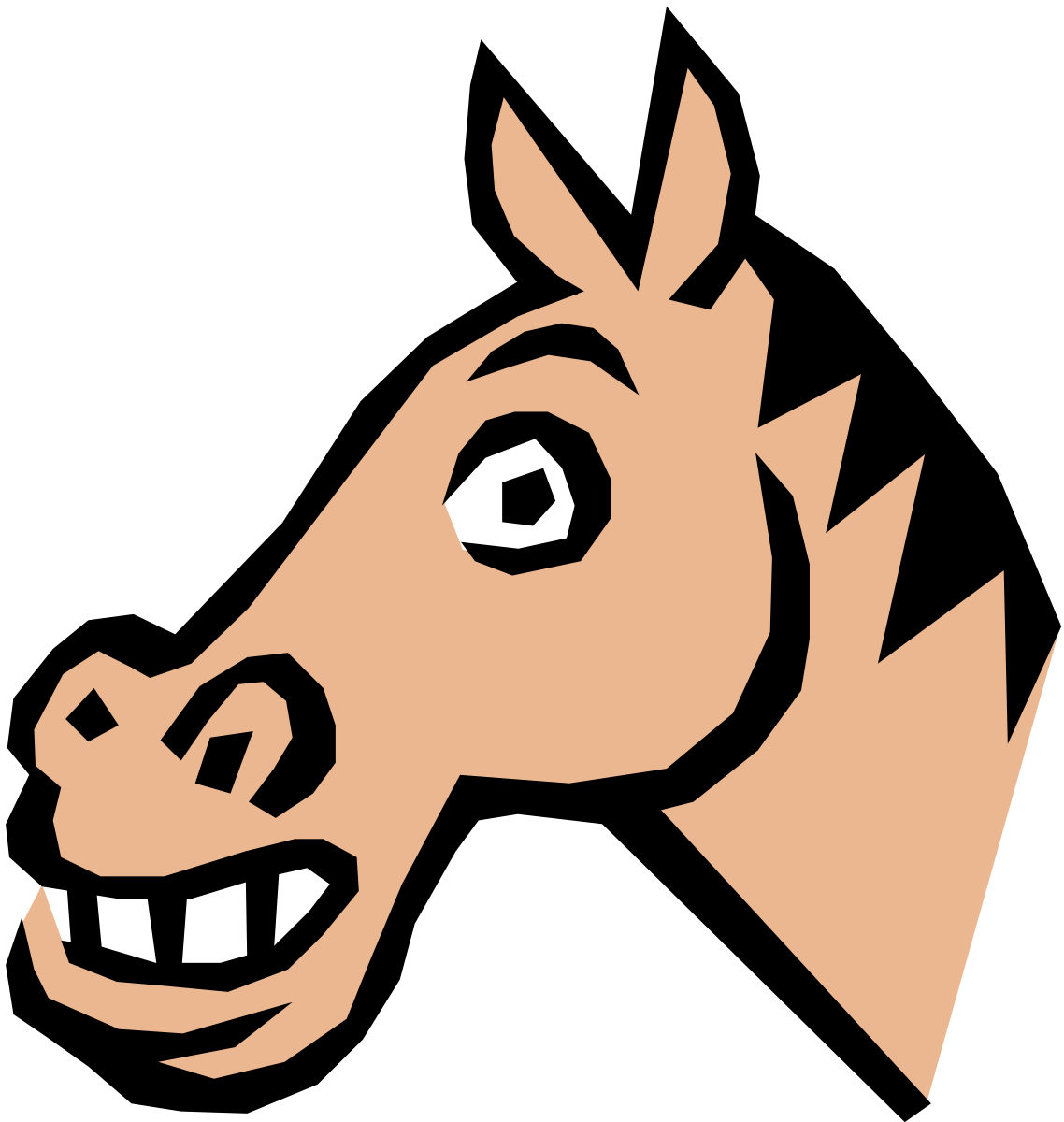


# **How To Lay At The Industry SP Or Even Lower!**



## **Introduction**

This short report has been written to teach you how to maximise your profits from laying horses on the two main betting exchanges, [Betfair](#) and [Betdaq](#).

It never ceases to amaze me at just how many people firmly believe that it's impossible to lay at odds close to or below the industry SP. And, amazingly, some well respected publishers of betting related websites share that belief! Simply because they don't know how to do it, or haven't taken the time to acquire and practice the necessary skills, they claim it's impossible!

This report will show you proof that countless informed punters are regularly achieving the *impossible* by laying horses on the betting exchanges at prices close to, and even well below, the industry SP all the time! And, more importantly, it will teach you how to do it!

Before I start, let me tell you that our well established company has operated a very successful betting advisory service, [The Alternative Punters Syndicate](#), since 1996. Therefore you can be assured that the information and advice provided in this report comes with a very strong pedigree!

All the statistical data provided in this report was gathered while we were live testing one of the many systems we constantly research. And the examples of the bets placed are real bets placed personally by me.

If you have any queries once you have read through this report then please don't hesitate to [contact me](#). I will be pleased to answer any questions you may have.

Kind regards

Dave

[www.taps-uk.com](http://www.taps-uk.com)

## Some Basic Facts

If you are one of the overwhelming majority of people who believe laying at the industry SP is impossible then take a look at the table below.

As you can see, the average industry SP of all selections of a system we were testing in the last week or so of January 2009 was **7.31** and the average Betfair SP was **8.70**. That's a difference of **22.03%**, which is just over the 20% that is widely accepted as being how much higher, on average, the Betfair SP is compared to the industry SP. And it's because of that one statistic that most people believe laying at the industry SP is impossible.

However, take a look at the next two columns. The **Betfair Average** is the average price of all bets matched before the off and is much closer to the industry SP. In fact it works out at just **8.56%** higher. The final column, **Betfair Minimum**, shows the minimum price matched before the off and, at **5.82**, it works out at... wait for it... **23.61% below** the industry SP!

<u>Date</u>	<u>Selection</u>	<u>Industry SP</u>	<u>Betfair SP</u>	<u>Betfair Average</u>	<u>Betfair Minimum</u>
20/01/2009	TASTES LIKE MORE	6.00	6.62	6.64	5.63
20/01/2009	ZAFFIE PARSON	5.00	5.80	5.60	5.10
20/01/2009	CAUSE FOR APPLAUSE	8.50	9.32	7.78	4.55
21/01/2009	GURTEEN DIAMOND	13.00	16.19	14.78	8.60
21/01/2009	STRAVAIGIN	5.50	6.00	5.61	5.20
24/01/2009	MISYAAR	12.00	15.38	14.48	8.40
24/01/2009	CHARMAINE WOOD	5.50	6.67	5.91	3.68
25/01/2009	CECILY	8.50	8.68	8.92	7.80
26/01/2009	CHICKAPEAKRAY	6.50	7.66	6.87	5.40
27/01/2009	SILVER SPINNER	5.00	5.65	4.82	4.20
27/01/2009	HELLO MY LOVELY	6.00	7.20	5.99	5.00
30/01/2009	LANA'S CHARM	9.00	13.00	10.01	7.66
31/01/2009	PEARL	4.50	4.90	4.66	4.40
<b>Overall Average Price:</b>		<b>7.31</b>	<b>8.70</b>	<b>7.85</b>	<b>5.82</b>

The historical price data for the various Betfair prices can be found [here](#).

Now I know it would take something of a major miracle to regularly lay at the minimum price! But, nevertheless, those statistics do prove beyond doubt that regularly laying close to, or even below, the industry SP is far from impossible!

With little or no effort, most punters can expect to be laying at prices that will average out in the long term at close to the **Betfair Average**. In fact, random guesswork would probably achieve that!

Anyone taking the time to follow the guidelines below, and making the effort to practice the techniques explained later on in this report, will regularly achieve the *impossible* by laying at prices close to or below the industry SP.

For example, if you calculate the average price of the *Betfair Average* and the *Betfair Minimum* from our sample results, you will find it works out at **6.84**, which is **7.45% below** the industry SP! And that is definitely achievable by anyone who is prepared to learn and practice the techniques. Even people with no previous knowledge of betting, or of using the exchanges, can learn to do it.

Obviously, how quickly someone masters the techniques required to regularly lay at prices that much below the industry SP will vary from individual to individual. But even if you only manage to obtain prices that are an average of the *Betfair SP*, the *Betfair Average* and the *Betfair Minimum*, it will be well worth the effort. After all, that works out at only slightly above the industry SP at **7.45 (2.22% above)** in our sample results.

## Useful Guidelines

If you're ready to attempt the *impossible* then start by reading the following guidelines, which will give you a basic understanding of what is required.

**Monitor Price Movements:** You should monitor the price movements on the two main betting exchanges, [Betfair](#) and [Betdaq](#), for as long as possible before placing your bet. Obviously other factors have to be considered but, in general, if the price is shortening on a selection then continue to monitor the price until it starts to drift. If the price is already drifting when you start monitoring then you should consider placing your bet straight away.

**Compare Prices:** As well as monitoring the prices on the betting exchanges, you should also check out the early prices on offer from the traditional bookmakers to see how they compare to the exchange prices. This is easily done by using an odds comparison site such as [oddschecker.com](#), where you can also quickly spot any significant market movers. Closer to the off you should monitor the live course prices on sites such as the [Sporting Life](#). With a little practice you will quickly get a *feel* for which way the price is likely to move on any given selection.

**Consider Weight Of Money:** Look for large amounts of money waiting to be matched on the betting exchanges. As a general rule, if there is significantly more money waiting to back a selection than to lay it then the price is likely to shorten. Conversely, if there is significantly more money waiting to lay a selection than to back it then the price is likely to drift. There are, of course, some exceptions to this rule, in particular when the liquidity is very poor or when there is a significant difference between the best 'back' price and the best 'lay' price when market movements can be very erratic.

**Make An Offer:** Never automatically lay at the asking price. Always try to get your bet matched at a lower price by making an offer. For example, if your selection is available to lay at, say 4.00, you should at the very least make your offer to lay at 3.95. Ideally, you should set your initial price even lower. Don't be too eager to be first in the queue. Frequently, the amount available at the front end of the market is a nominal amount. This is a common tactic used by traders to move the market in their desired direction. It works because most punters are impatient and feel compelled to have their bet first in the queue at any price! So if you notice small stakes waiting to be matched, ignore those prices and enter the market further down the line.

**Beware Of 'Trap' Bets:** Sometimes, particularly when there is very little liquidity, you will come across 'trap' bets so be careful. For example, a selection might be trading at around the 4.0 mark but if all the money at that price, or slightly higher, is taken then the first price in the queue could suddenly be a huge price. And I mean **huge!** It's not unusual to see the maximum price of 1000 first in the queue on the lay side when a market is weak. Even in less extreme cases you need to be careful as you could easily end up laying at a much higher price than the true market price. That's another good reason why you should never automatically lay at the asking price!

Following the above guidelines on a regular basis will certainly improve your overall profits long term. But to really master the techniques, you will need to practice. It's only then that you will really get a *feel* for which way the market is going to move and you will instinctively know the optimum time to place your bets.

## **How It Works In Practice**

Here are a few real examples of how I regularly achieve the *impossible* which will give you a good idea of what to expect but then it's up to you to make the effort yourself.

### **Example 1 - Impossible? It couldn't get much easier!**

23 March 2009 - 3.40 Plumpton: **She's Humble**

Although the race wasn't until mid-afternoon, I started monitoring the prices on the betting exchanges and oddschecker from around 10.30am.

At this stage I'm not looking to place a bet but I do want to see what prices are on offer so I have a starting point from which I can assess the significance of any market moves later on.

I then check the prices periodically during the morning so I can spot any significant price changes. I don't need to be constantly at my computer as most days nothing much will happen early on. Nevertheless, it does help to build up a picture in my mind if I take a look at what's happening in the market every half an hour or so.

Anyway, as expected nothing of any significance happened all morning so I started monitoring the prices much more closely from around noon. By this time the market has started to take shape and liquidity is beginning to build.

The first thing I do is assess the significance of any market moves on oddschecker. As you can see from the screenshot below, the first thing that stands out is the fact that the prices on both the first and second favourite have shortened (highlighted in blue) with just about every firm. This is very significant because, obviously, if the prices on two horses at the head of the market are shortening then it's likely that the prices on some of the other runners will drift. However, the price on She's Humble has shortened and drifted in equal proportion so which direction it's likely to move is not conclusive although my initial thoughts are that the price will drift.

**Plumpton 15:40 Betting Odds**  
 2m 4f Class 4 Skybet 1 Account 4 Ways To Bet Novices Handicap Chase (5yo plus)  
 Going: Good

14:30 15:05 15:40 16:15 16:50 17:20 17:50 Spreads

Win Market Enhanced Win Only W/O The Favourite Place Market Lay Market Top 2 Finish More

All Odds Best Odds Odds Shortening Odds Drifting

Bookie Offers

CARD NO.	FORM	FAV NAME	Runners: 11 Non-Runners: 0	Bet365	betfair	Boylesports	BETFRED	betting.com	William Hill	BLUEBQ	Ready Power	SKY BET	Star James	888sport	ladbrokes	CORAL	William Hill	betfair	WBX	BETDAQ	SPORTRINGS	TIPPING COMP
2	0/5462F	Sulas Legend	3	3	3	2.88	3	2.88	3	3	3	3	3	3	3	3	3	3.15	3.15	3.05		
9	U345FF	Sarahs Gift	4.5	5	4.5	4.5	5	4.5	4.5	4.5	4.5	4	4.5	4.5	5	4.5	5.2	4.8	5			
4	225445	Strident	9	9	7.5	8	9	9	9	7.5	9	8.5	9	8	9	9	9.2	9				
1	01P5P2	Silver Dollars	5	5.5	6.5	6.5	9	6.5	8.5	5	9	7.5	8.5	7	5.5	5.5	9.6	9	9			
3	53U230	Shes Humble	11	10	10	10	11	9.5	10	10	10	10	10	9	9	8	11	11	11			
5	3-938U6	Uncle Eli	10	9	10	10	11	10	10	9	10	9	10	9	10	9	11	9	9.2			
6	636P7P	High Ball	17	12	17	15	17	21	21	17	21	17	21	21	15	15	19	20	20			
11	9-70P5	The Little Chancer	21	21	17	17	19	21	26	21	23	21	26	17	15	21	28	26	28			
7	3P4407	Balableu	34	41	26	26	41	41	41	34	51	34	41	41	19	26	48	46	50			
10	0P0P4P	Napolito	34	41	29	34	41	41	41	51	34	41	34	34	26	55	44	42				
8	PO-0PPP	Mustamad	41	41	67	34	51	51	67	41	81	41	67	51	41	34	70	60	50			

I then looked at the prices on both Betfair and Betdaq but liquidity was very low and there was no real price movement so I decided to keep watching for some solid evidence of which way the price would go. Nothing much happened until around 3pm when I spotted an ideal opportunity to place my bet.

**Plumpton 15:40 Betting Odds**  
 2m 4f Class 4 Skybet 1 Account 4 Ways To Bet Novices Handicap Chase (5yo plus)  
 Going: Good

14:30 15:05 15:40 16:15 16:50 17:20 17:50 Spreads

Win Market Enhanced Win Only W/O The Favourite Place Market Lay Market Top 2 Finish More

All Odds Best Odds Odds Shortening Odds Drifting

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CARD NO.	FORM	FAV NAME	Runners: 11 Non-Runners: 0	Bet365	betfair	Boylesports	BETFRED	betting.com	William Hill	BLUEBQ	Ready Power	SKY BET	Star James	888sport	ladbrokes	CORAL	William Hill	betfair	WBX	BETDAQ	SPORTRINGS	TIPPING COMP
2	0/5462F	Sulas Legend	3	2.88	3	2.88	3.1	2.88	3.25	3	3	2.88	3.25	3	3	3	3.45	3.25	3.4	21-24		
9	U345FF	Sarahs Gift	4	4	3.75	3.75	3.75	3.5	4	3.75	4.3	3.75	4	4	4	3.75	4.4	4.2	4.5	17-20		
5	3-938U6	Uncle Eli	8.5	8	8	8	9	7.5	8	7.5	8.5	8	8	8	8.5	9	9.4	8.2	9	8-11		
1	01P5P2	Silver Dollars	7.5	7	7.5	7.5	8.5	8.5	10	8	9	8	10	7	6	7	9.8	9.4	9.6	7-9		
3	53U230	Shes Humble	11	10	9.5	10	10	9.5	10	10	11	10	10	9	10	10	11	11.5	11.5	7-9		
4	225445	Strident	9	10	8.5	8	13	13	13	8.5	13	10	13	10	12	11	13.5	12	13	6-8		
6	636P7P	High Ball	17	12	21	15	26	23	21	17	21	21	21	21	15	21	21	20	20	3-5		
11	9-70P5	The Little Chancer	21	21	21	17	23	23	23	21	26	21	23	17	15	21	23	22	22	2-4		
10	0P0P4P	Napolito	34	23	34	29	41	34	34	26	34	34	34	34	34	26	32	27	30	1-3		
7	3P4407	Balableu	34	41	41	26	67	51	41	34	51	41	41	41	26	26	70	55	64	0.5-2		
8	PO-0PPP	Mustamad	41	41	81	34	126	67	67	41	81	67	67	51	41	41	380	220	260	0.1-1		

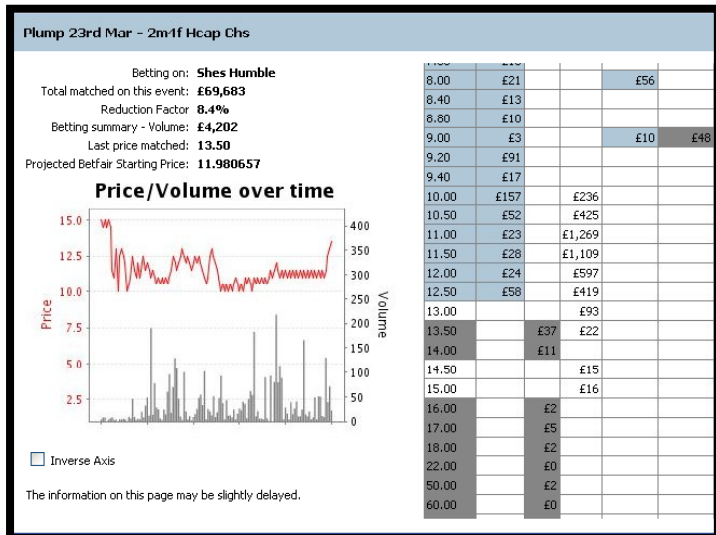
As you can see, the prices on oddschecker now showed that not only were the first and second favourite still strong in the market but the third favourite was something of a steamer!

This reinforced my initial thoughts that the price on She's Humble was likely to drift even though the oddschecker prices alone were still not entirely conclusive. I therefore looked at her price history on Betfair.

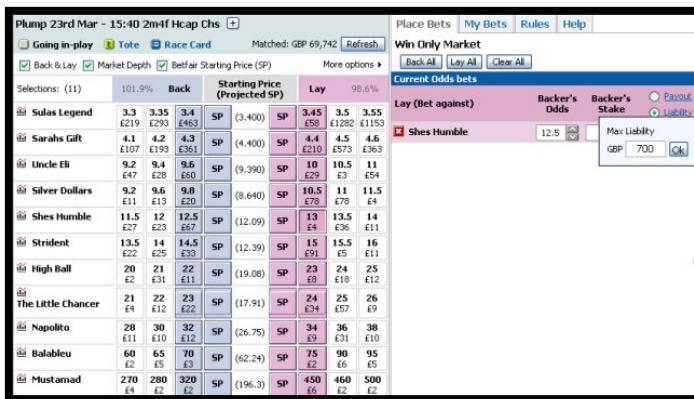
As you can see from the graph, there were some major price fluctuations early on but that was to relatively small stakes.

Since the market stabilised around noon, the price movements have been fairly undramatic until now. It has suddenly shot up from 11.0 to the last matched price of 13.50.

Now I know the stakes matched at the higher prices are only small but the price was certainly showing distinct signs of 'going for a walk'.



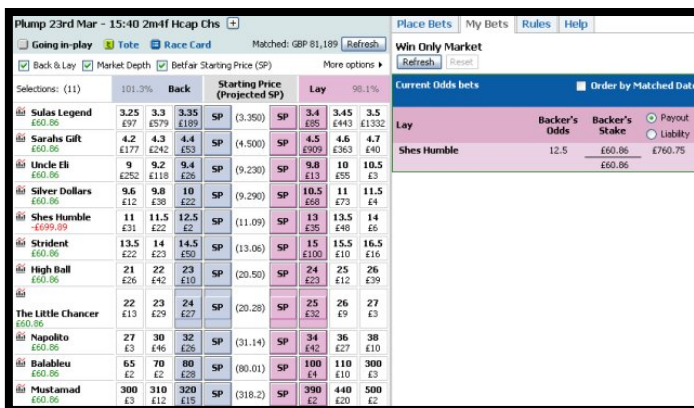
That, combined with the fact the price movements on oddschecker had reinforced my initial thoughts, persuaded me that now was definitely the right time to enter the market with my bet.



As I never automatically take the asking price, I decide to make an offer to lay at 12.50 and join the front of the queue.

I click the liability button, enter my maximum liability of £700 and let Betfair calculate the backer's stake for me.

The bet is matched in full almost immediately so I don't even have to consider using Betdaq.



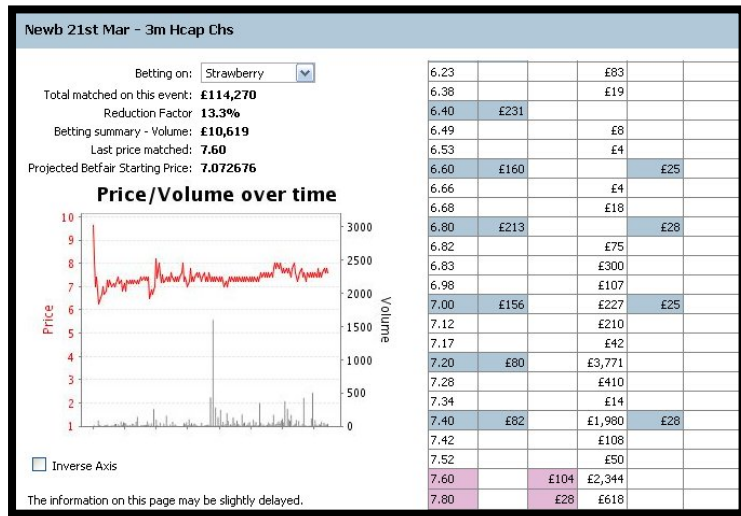
The price drifted as expected and I ended up beating the Betfair SP of 21.29 by a massive 43.32%!

And I not only achieved the impossible by beating the industry SP of 16/1 (17.00), I beat it by more than 28%!

## Example 2 - The impossible achieved again but only just!

21 March 2009 - 2.20 Newbury: Strawberry

Due to other commitments, I was unable to monitor the prices all day so just before the first show came through from the course, I analysed the betting history on Betfair. As you can see, Strawberry's price had, in the main, been slowly drifting all day so I had possibly missed an opportunity or two by not being available earlier on. Anyway, there is nothing I can do about that so I concentrate on obtaining the best possible price now.



21/03/2009 - Newbury 2.20

Ladbrokes Supports Greatwood Handicap Chase (Class 2) Going: Good (Good to Firm in places)

3m, 11 run.

	1.45	2.20	2.50	3.30	4.05	4.40	5.15	Tote Win	Tote Place
13 Antonius Caesar (FR)		6	11-2	4.70	1.90	Red!			
3 Theatre Dance (IRE)		6	11-2	5.30	1.90	Red!			
10 My Immortal		5	11-2	6.90	1.90	Red!			
2 Strawberry (IRE)		6	13-2	5.50	1.90	Red!			
1 Alderburn	10	9	8	10.30	4.10	Red!			
11 Lyes Green	10	11	10	15.80	3.50	Red!			
5 King Harald (IRE)		10		16.80	4.20	Red!			
4 Kandjar D'allier (FR)		12		22.10	5.10	Red!			
6 Tom Sayers (IRE)		12		13.50	3.00	Red!			
7 Mount Oscar (IRE)		14		16.70	4.90	Red!			
9 Verasi		20		29.90	8.90	Red!			
8 Alexanderthegreat (IRE)						Non runner			
12 Cava Bien						Non runner			

By the time the first few shows had come through from the course, I was convinced the general trend would continue and the price would drift further. As you can see, the industry price had drifted from an opening show of 6/1 (7.0) to 13/2 (7.50). Not only that but there was a fair bit of market interest in a few other runners in the field.

The weight of money on Betdaq further convinced me and even though the money on Betfair was far from conclusive, the overall facts suggested this was the right time to bet.

The screenshot shows a betting exchange interface for the event '14:20 Newbury - Win Market'. The market is currently matched at £71,440. The interface shows a list of runners with their odds and a bet slip on the right.

Runner	Back Odds	Lay Odds
10 My Immortal	5.9	6
3 Theatre Dance	6.2	6.4
2 Strawberry	7.4	7.6
13 Antonius Caesar	6.6	6.8
1 Alderburn	9.8	10
11 Lyes Green	10.5	11
5 King Harald	12	12.5

As the weight of money indicated a drift in the price was more imminent on Betdaq, that's where I first place my bet. I decide to offer 7.80 and join the front of the queue. I type in my maximum liability, click 'Set' and the backer's stake is calculated by the exchange automatically.

I also place my bet on Betfair but by the time I do the price has already drifted slightly. It's worth pointing out that I often place duplicate bets. If my bets get matched on both exchanges then I simply trade back one of the bets by backing it to win. If you're a little worried about that approach in the beginning then you can place a proportion of your bet on Betfair and the rest on Betdaq.



Newb 21st Mar - 14:20 3m Hcap Chs

Matched: GBP 155,318

Win Only Market

Selections: (11)	102.1%	Back	Starting Price (Projected SP)	Lay	98.6%		
My Immortal	6 £141	6.2 £162	6.4 £234	SP (6.330)	SP 6.6 £151	6.8 £192	7 £174
Theatre Dance	6.2 £331	6.4 £183	6.6 £249	SP (6.470)	SP 6.8 £177	7 £472	7.2 £139
Strawberry	7.6 £83	7.8 £45	8 £262	SP (7.760)	SP 8.2 £27	8.4 £172	8.6 £145
Antonius Caesar	6.8 £210	7 £1318	7.2 £679	SP (7.200)	SP 7.4 £78	7.6 £583	7.8 £233

Unmatched or Partially matched bets  
Select 1 of the 3 options below for each unmatched bet OR  
Cancel all unmatched

Lay Strawberry 8 100

At In-Play: Cancel Keep Take SP

As you can see, I placed an order at the slightly increased price of 8.0 on Betfair and joined the front of the queue.

Newb 21st Mar - 14:20 3m Hcap Chs

Matched: GBP 186,961

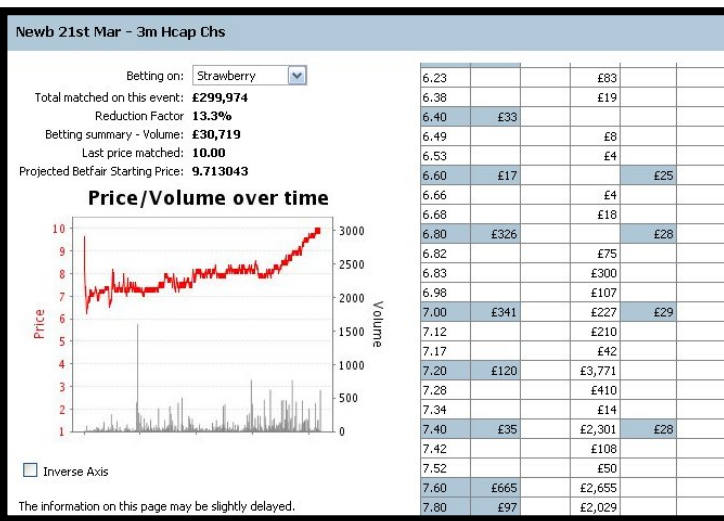
Win Only Market

Selections: (11)	101.3%	Back	Starting Price (Projected SP)	Lay	97.9%		
My Immortal	7.6 £100.00	7.8 £285	8 £227	SP (7.400)	SP 8.2 £66	8.4 £62	8.6 £65
Theatre Dance	5.9 £250	6 £483	6.2 £74	SP (6.000)	SP 6.4 £253	6.6 £236	6.8 £219
Strawberry	7.4 £44	7.6 £106	7.8 £36	SP (7.710)	SP 8 £320	8.4 £115	8.6 £142

Current Odds bets

Lay Strawberry 8 £100.00

As it happened, my bet was not matched at all on Betdaq. However the full amount was matched at my asking price on Betfair before the price drifted quite sharply after briefly shortening slightly.



The returned industry SP was 7/1 (8.0) so I didn't manage to do better than the *impossible* this time although plenty of other people did!

As you can see from the screenshot of the Betfair history taken just before the off, in excess of £12,000 was matched at various prices below the industry SP.

It's likely that I would have beaten the industry SP as well had I been available to monitor the market from earlier in the day.

### Example 3 - Maybe this IS impossible after all!

21 March 2009 - 4.00 Stratford: Novarra

Things didn't quite go according to plan on this occasion so it will help give you a balanced view of what to expect.

As already mentioned, I was unable to monitor the prices all day due to other commitments so I waited for the live shows to come through from the course.

21/03/2009 - Stratford 4.00

Mid-Warwickshire Cleaning Supplies Conditional Jockeys' Hurdle (Class 5) Going: Good to Firm

2m 3f, 16 run.

	2.25	2.55	3.25	4.00	4.35	5.10
				Tote Win	Tote Place	
7 What Happened	7-2	10-3		3.80	1.40	Red!
12 Oscar Trial (IRE)			6	6.10	1.70	Red!
1 Quiny Boy (FR)	11-2	6		8.40	2.80	Red!
2 Novarra (IRE)	8	7		9.20	1.70	Red!
5 Terminate (GER)	17-2	9		14.30	3.10	Red!

As you can see from the screenshot opposite, taken from the Sporting Life website, Novarra was being backed on course and had shortened from 8/1 (9.0) to 7/1 (8.0). However, after I had taken a close look at the prices on both Betfair and Betdaq, I fully expected the price to start drifting fairly soon.

As you can see, the weight of money on both exchanges is clearly indicating a significant drift particularly when you notice the very small amounts of money on the lay side. Just £6 is first in line on Betfair and the total amount in the first three positions is only £30.

Selection	Back	Starting Price (Projected SP)	Lay
What Happened	4.1	4.2	4.5
Quiny Boy	6.8	7.2	7.8
Oscar Trial	7.6	8	8.4

The amounts are slightly more on Betdaq, with £105 in the first three positions waiting to back the horse. However, that is massively outweighed by the £544 in the first three positions waiting to lay it.

Selection	Back	Lay
What Happened	4	4.1
Oscar Trial	8.2	8.4
Quiny Boy	7	7.2

I initially thought of putting up my order at 9.20 so as to be first in line on Betfair and join the front of the queue on Betdaq. However, I was a little concerned that the industry price was still shortening at this stage so I decided to enter the market in second position and wait to see what happened. That decision proved to be a big mistake!

Within a minute of submitting my bets, the industry price drifted to 15/2 (8.50) and the exchange prices went for the proverbial walk!

Horse	SP	Win	Place
7 What Happened	7-2	10-3	3
1 Quiny Boy (FR)	11-2	6	8.40
12 Oscar Trial (IRE)	6-13-2	7	6.40

Had I gone with my initial instincts, I would have had my bet matched in full at 9.20. Now I had to quickly cancel my initial bet and re-enter the market way above the current industry price before the exchange prices drifted even further!

In this sort of situation, it's easy to get frustrated and even panic. With the race about to start, you know you've now got no chance of beating the industry SP barring some sort of miracle! But you have to remember that even though we seem focussed on beating the industry SP, the ultimate aim is simply to lay at the lowest possible price. So if you're in a situation where it really is impossible to beat the industry SP then you just have to accept that and do the best you can in your current situation. Just as some bets you have will not be successful, some attempts you have at laying at or below the industry SP will also fail miserably. It's performance over the long term that matters.

Selection	Back	Starting Price (Projected SP)	Lay
What Happened	4.1	4.2	4.4
Quiny Boy	8.4	8.6	9
Oscar Trial	8.4	8.6	9

Anyway I muttered a few mild obscenities at my computer, the TV and the world in general before calmly entering the market on Betfair in second spot at 10.00.

Selection	Back	Starting Price (Projected SP)	Lay
What Happened	3.95	4.1	4.2
Quiny Boy	7.8	8	8.6
Oscar Trial	8.6	8.8	9

My bet was fully matched almost instantly so I didn't need to use Betdaq. The returned industry SP was 8/1 (9.0) so I ended up laying at 12.50% above that price.

Laying at such a high price was more than a little annoying particularly when I knew that well in excess of £2,000 had been matched at or below the industry SP. The fact I managed to beat the Betfair SP of 11.08 was small consolation.

I can easily accept failing to beat the industry SP when it is truly impossible but not when so much money was matched at much lower prices and I missed out! I couldn't even tell myself I would have beaten the SP had I managed to monitor the market all day because the betting history on Betfair indicated it was highly unlikely there would have been any opportunities to bet earlier by the way the market had developed. In addition, the vast majority of money matched at or below the industry SP was traded shortly before the off.

I eventually forgave myself for my poor performance by making the excuse that I failed to do any better because taking time to capture screenshots before placing my bets meant my reactions were a lot slower. Now that is a legitimate excuse as you do need to pay close attention to the market and be ready to act fast, so any distractions will mean you sometimes miss out on opportunities.

However, the fact is no matter how hard you concentrate, there will always be times when nothing seems to go right. As I said earlier, it's how you perform in the long term that matters. Nevertheless, it's always a good idea to analyse your performance on every bet so you can identify anything you could have done better. That way you will learn from your mistakes and your performance will improve which will ultimately be reflected in increased profits for you.

Anyway, despite my dismal performance in that final example, the overall average price I laid at in the three examples worked out at **11.23% below** the *impossible*... I mean below the industry SP.

Incidentally, the average *Betfair Minimum* price matched on the same three selections worked out at a whopping **30.20% below** the industry SP.

## **Conclusion**

Well that just about wraps up this short report. Hopefully it has convinced you that laying at prices close to or even well below the industry SP is far from the impossibility most people would have you believe!

If so, and you practice the techniques regularly, you will be well on your way to becoming one of the small minority of punters who make huge profits laying horses on the betting exchanges.

If you have any questions or would like to comment about this report then please don't hesitate to [contact me](#).

Kind regards

*Dave*

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