

# Value betting strategy

Bets made on the strategy of value betting, usually called bets with an overweight or valuation bets. This strategy is most often used by advanced bettors who have a deep understanding of a particular sport and can independently predict the outcome. The strategy is to look for undervalued bookmakers events and try to play on it.

## What is Value betting?

The name of the strategy for <https://pt22bet.com/> speaks for itself. It assumes that the player has to compete with the bookmaker's analysts: try to estimate the probability of a sporting event outcome more exactly and if the bookmaker estimates the probability lower - make a bet.

The strategy is suitable only for those players who regularly follow the events and are ready to give a brief characteristic of each team or athlete. Otherwise, the bookie will be at a disadvantage.

To successfully apply the value betting strategy, it is not necessary to bet only on a team's victory. Any event from the bookmaker's line can be chosen: totals or handicaps will also do. The main thing is that they should be undervalued.

## How does the strategy work?

Let's take the match between USA and Liechtenstein. The bookmaker thinks USA will win and gives P1 at odds of 1.55. The gambler, on the other hand, believes that Liechtenstein is not the strongest team, and estimates the probability of a win for USA as 80 to 20.

To check whether or not a valuation bet will work here, you need to use the formula:

$$K * R > 1$$

K is the coefficient at the bookmaker's site

P is the probability of the outcome given by the player

In the case of the match USA - Liechtenstein we get:  $1,55 * 0,80 = 1,24$ . It is more than one, so the bookie underestimated the chances of the USA national team and the bet will be with an advantage.

Now we need to calculate the possible winnings. There is a formula for this too:

$$\text{Profit} = P * (K - 1) * V - (1 - P) * V$$

P - the probability of the outcome given by the player

K - the odds at the bookmaker's site

V - sum of the bet

If you bet on USA in the match against Liechtenstein, the profit will be:  $0,80 * (1,55 - 1) * 1000\$ - (1 - 0,80) * 1000\$ = 500\$$ .

This is how the additional profit is calculated if you use the valuation bet. Each bet can be checked manually, but it is better to have an excel file, which will be prescribed all the formulas and will only go over the figures.

## **Tips for beginners**

Choose sports with a lot of events. For long term success with wagering, you will need to analyze the events and place your bets regularly. Therefore, you should dive into a sport that will allow you to bet without interruption over the long haul. The most suitable ones are soccer and tennis.

Choose non-prominent tournaments. As a rule, the lion's share of bets bookmakers take on popular events. For example, the FIFA World Cup or the matches of the top European leagues. Bookmakers simply can not analyze these competitions through their fingers. Any mistake will lead to big losses: huge amounts of money are at stake. But they almost never bet on the second or third division, there the bookmaker can make more mistakes.

Choose a bookmaker with high odds. Before you bet with an overweight, check several bookmaker sites and compare the odds on the same events. Each time you should choose the bookmaker that is less greedy. This is important over the long haul.

Look for valuables bets in matches with clear favorites. Often bookmakers rely not on the real balance of power before the game, but on the massive expectations of the fans. If Barcelona, Real Madrid or Bayern play against a clear underdog, the bookmaker will undervalue the odds on the favorite as they are more likely to bet on it.

This means that the odds on the underdog will be high. This is a great time to study the statistics and give your estimation. The best matches for this tipster are those competitions where the underdogs often surprise the favorites: for example, the English Premier League soccer.

## **Advantages and disadvantages**

Value betting strategy is very ambiguously perceived by players. On the one hand, it allows those who know a sport really well to increase their profits. On the other hand - it is based on subjectivity, which means there are no guarantees.

**Advantages:**

- The strategy allows a significant increase in the average player's profitability. If you compare it with the forks and ordinary bets on the outcomes, the wagering on the long run is more attractive.
- The bookmaker will never unravel your strategy: it looks as natural as possible. You can not be afraid of restrictions and blockages. Just bend your line and earn.
- Unlike forks, there is no need to freeze funds in bets on the sites of different bookmaker's offices. It is enough to choose one bookmaker's office and make one bet to win.

**Disadvantages:**

- There are not a lot of valuation bets. After all, bookmakers don't pay their analysts for nothing. So you will have to sweat to find a regular income.
- In order for overweight bets to start bringing in a tangible income, you have to make a lot of them - not dozens, but hundreds. Not all players are ready for such a marathon.
- Bets may turn out to be not really valuables. Expert evaluation of the player may fail and the bet will be lost.