



SMART BETTING CLUB

THE 2020 SMART BETTING CLUB AWARDS



AS VOTED BY YOU!

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2020 SBC BETTING & TIPSTER AWARDS

Welcome to this special Smart Betting Club (SBC) Awards Report featuring the results of votes cast by SBC members and visitors to the website in January 2020.

The [Smart Betting Club](#) is an independent website dedicated to helping its members and readers make their betting a success. Primarily this is through our detailed tipster reviews & profit reports on the experts to follow to do just that.

Yet, in recent years our remit has expanded beyond simply reporting on the best tipsters to uncovering the truth on the betting world itself – be it the bookmakers/exchanges you bet with or the resources, websites & podcasts that help you make informed betting decisions.

Therefore to recognize those making a positive impact, at the start of each year we now publish these Awards to help showcase the very best of both the betting & tipping world.

Inside this Free Report you can read a detailed rundown on the free tipsters, websites, bookmakers and more that you rated, or didn't in the case of worst bookie category, during 2019.

Perhaps it was the free tipster or website that made you a stack of profit, the podcast supplying insight into the betting markets or the bookmaker that made life easy for you when placing your bets. This report helps to highlight them all.

These Awards are important as they are based on the [fundamental SBC principles of honesty, fairness and independence](#), with no bookmaker affiliations or advertising requirements to cloud opinions. They represent the true judgement of the general betting public and SBC members on what is out there of merit.

Best Website, Writer, Free Tipster, Podcast, Exchange & Bookmaker Awards.

In this free report you can read the results of the following categories:

- Best Free Tipster
- Best Betting Website
- Best Bookmaker
- Worst Bookmaker
- Best Betting Exchange
- Best Betting Podcast
- Best Betting Writer

A Gold, Silver or Bronze Award was given in each category based on the percentage share of votes received. You can read the exact breakdown of votes cast plus a summary of who won what and where you can find out more!

Onto the Awards themselves and starting with who won the Best Free Tipster Award for 2019...

YOUR BEST FREE TIPSTER OF 2019

GOLD – MARK O’HAIRE

SILVER – HUGH TAYLOR

BRONZE – ANDY HOLDING

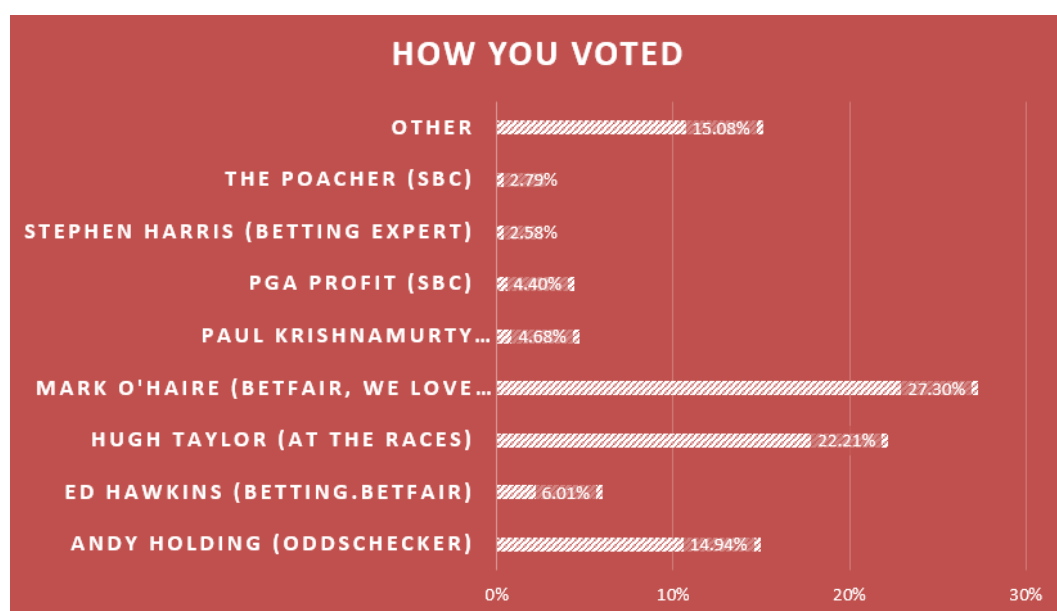
Top of the field in 2019 was football betting punter and tipster, Mark O’Haire – who runs and supplies advice via the ever popular [We Love Betting](#) website. Mark is a prolific writer and tipster – also supplying advice via Betfair and Matchbook. Make sure you follow him in on Twitter [@Markohaire](#) to get all of his expert advice.

Not too far behind with 22.21% of the vote was At The Races’ perennial scourge of bookmakers – Hugh Taylor, who continues to showcase tipping excellence, bagging 345 points to advised prices in 2019. You can find Hugh’s tips posted daily on the [ATR website](#) and we also recommend following him on Twitter [@HughRacing](#) for advance notice before a tip drops.

In 3rd place with a respectable 14.94% of the votes is top Oddschecker racing guru and tipster, Andy Holding. Another who has the bookies scurrying for cover whenever he posts a tip, Andy has build up a superb track record and his tips can be found daily on [Oddschecker](#) as well as on Twitter [@holding_andy](#).

There were also several others not nominated who polled votes, outlining just how many experts exist including: Simon Rowlands, Dave Massey, Michael Deasy, Jays Bet Club, Mr Fixit, Andrew Mount, Chris Worrell (Stat of the day), Tony Calvin, Clive Keeling, Paul Keely, Ben Linfoot, Josh Wright, Gavin Priestly & Tom Love.

Last Year’s Results: Gold – The Rooster (SBC tipster) Silver – Ben Linfoot Bronze – Hugh Taylor* *Last year this category was voted for by SBC members only



YOUR BEST BETTING WEBSITE OF 2019

GOLD – GEEGEEZ RACING

SILVER – WE LOVE BETTING

BRONZE – ODDSCHECKER

For the 4th year running, racing website, GeeGeez.co.uk did the business by winning the coveted Gold 'Best Betting Website' Award with an impressive 33.47% of the vote – increasing their share by nearly 10% from last year.

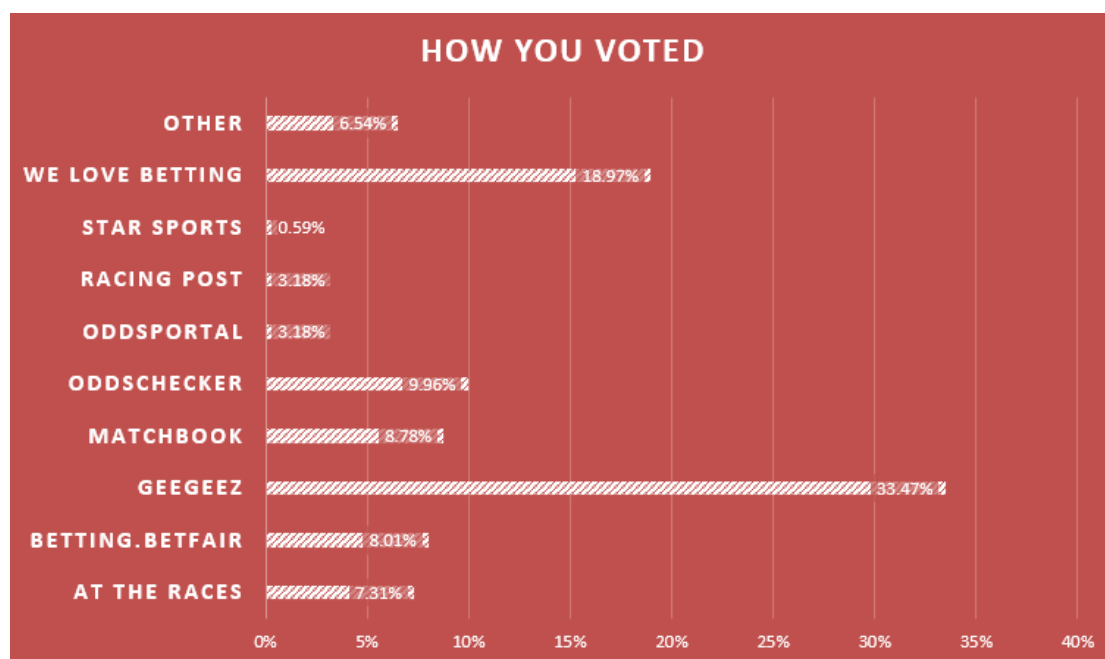
The Silver Award also once again went to We Love Betting with 18.97% of your votes – itself an increase of 4.5% on last year, as this free betting resource continues to grow in popularity thanks to the quality and depth of its advice.

Finally, Bronze this time around did go to a 'new' recipient, with odds comparison mega site, Oddschecker polling 9.96% of your votes to take 3rd spot. It was a very close run contest though with worthy mentions for Matchbook (8.78%), Betting.Betfair (8.01%) & At The Races (7.31%) who finished in 4th, 5th and 6th respectively.

Other sites not nominated but attracting your votes include Bettin.gs, Betting Expert, Daily Stat Cards, Inform Racing, Pinnacle, Proform Racing & Wettpoint.

Last Year's Results:

Gold – Geegeez Silver – We Love Betting Bronze – At The Races



YOUR BEST BETTING PODCAST OF 2019

GOLD – MATCHBOOK

SILVER – FINAL FURLONG

BRONZE – RACING POST

Barely a week goes by without a new podcast coming out of the woodwork these days, yet it remained as you were in this category with the same 1-2-3 as last year. No mean feat at all considering this increase in competition for best podcast – something reflected by the spread of votes this time out.

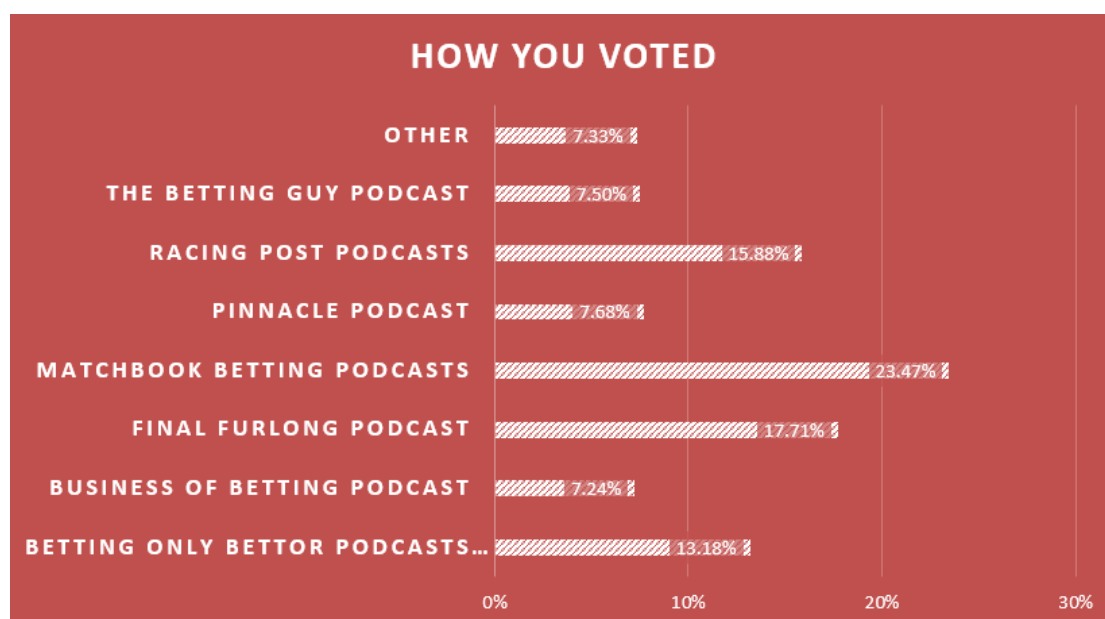
All of which means that the supremely popular Matchbook series of podcasts once again took the Gold Award with 23.47% of your votes to remain top of the pile. You can find each episode [posted online here](#) as well a dedicated Twitter account [@matchbookpod](#) to keep you updated on all the latest pods.

Similarly, the Silver Award went back to The Final Furlong Podcast, who continue to be the #1 Horse Racing show in both the UK and Ireland. ITV racing's Emmet Kennedy hosts the pod each week, where he is joined by a host of regular guests. You can find them online via the [At The Races website](#) as well as on Twitter [@finalfurlongpod](#).

Holding onto the Bronze vote in 2019 was the Racing Post's very own series of podcasts, which feature a myriad of news and betting advice dedicated to Horse Racing, Football, Golf & more.

Last Year's Results:

Gold – Matchbook Silver – Final Furlong Bronze – The Racing Post



YOUR BEST BETTING WRITER OF 2019

GOLD – MATT BISOGNO

SILVER – KEVIN BLAKE

BRONZE – JOSEPH BUCHDAHL

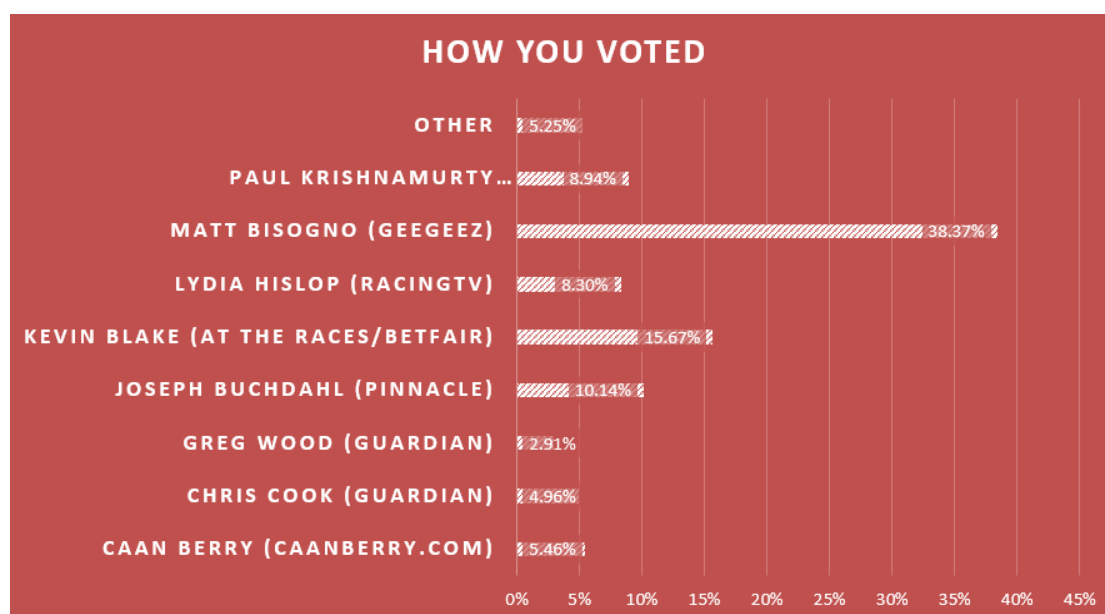
A new category for 2020 was that of best betting writer – where we sought to highlight those penning must-read content to help you in your punting quest.

Scooping the inaugural Gold Award for best writer this year was Matt Bisogno of geegeez.co.uk, who's popularity amongst the betting fraternity shows no signs of abating. Matt pens regular, insightful articles on all topics relevant to betting and racing on the Geegeez blog – alongside several other excellent guest authors.

Horse racing pundit, Kevin Blake was the deserving recipient of the Silver Award, taking 15.67% of your votes and backing up his other recent award as HWP specialism writer of the year in 2019. Although no longer on the Final Furlong podcast, Kevin posts regular articles for At The Races, Betfair and is also a part of ITV Racing's coverage.

The Bronze Award for 2020 went to betting journalist and author, Joseph Buchdahl for his exceptional series of articles as now posted on the Pinnacle website. Joseph uses his deep understanding of mathematics and statistics to explain and demystify key topics on a regular basis – making his work an absolute must-read.

*Last Year's Results:
New category*



YOUR BEST BOOKMAKER OF 2019

GOLD – BET365

SILVER – SKYBET

BRONZE – PINNACLE

It was no contest whatsoever in 2020 when it came to your best bookmaker as Bet365 sat top of the pile once again, taking nearly half of all votes cast! The Stoke-based behemoth continue to make record profits with their tentacles now spread all around the globe and clearly, they are doing something very right to take 49.47% of the vote.

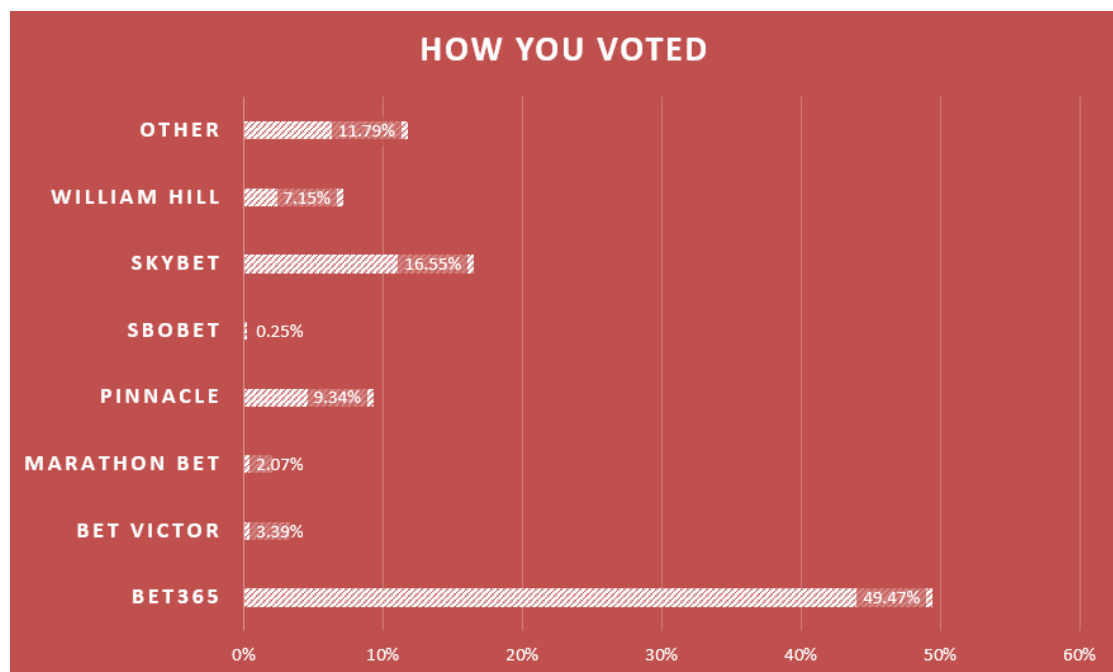
Jumping up from 4th last year to the Silver Award this year is Skybet, who were the clear 2nd favourite with 16.55% of your votes. Increasingly popular due to heavy advertising, the free Super 6 contest and tie-up with Sky Sports TV, they are starting to cement their place as one of the go-to bookies for many of you.

Finally, the Bronze Award this time out went to Pinnacle, which was quite the achievement when you consider that UK punters are still unable to bet directly with them. Pinnacle are well established as market leaders when it comes to their pricing model and of course – welcoming winners and sharp punters.

Of the other nominees, only **William Hill** polled a significant number with 7.15% of the votes, whilst the **Betfair Sportsbook** were put forward by approximately 40 of you in the 'other' category.

Last Year's Results:

Gold – Bet365 Silver – Betfair Bronze – Matchbook



YOUR BEST BETTING EXCHANGE OF 2019

GOLD – BETFAIR

SILVER – MATCHBOOK

To help acknowledge the growth in the Betting Exchange market recently, we set up a separate award for this specific category for the first time in 2020.

With only 4 contestants, we are only awarding prizes to the top two, with the Gold Award taken by the Betfair Exchange who took 74.05% of the votes. Perhaps not surprising considering their size, so it will be fascinating to see how this market-share stacks up over time.

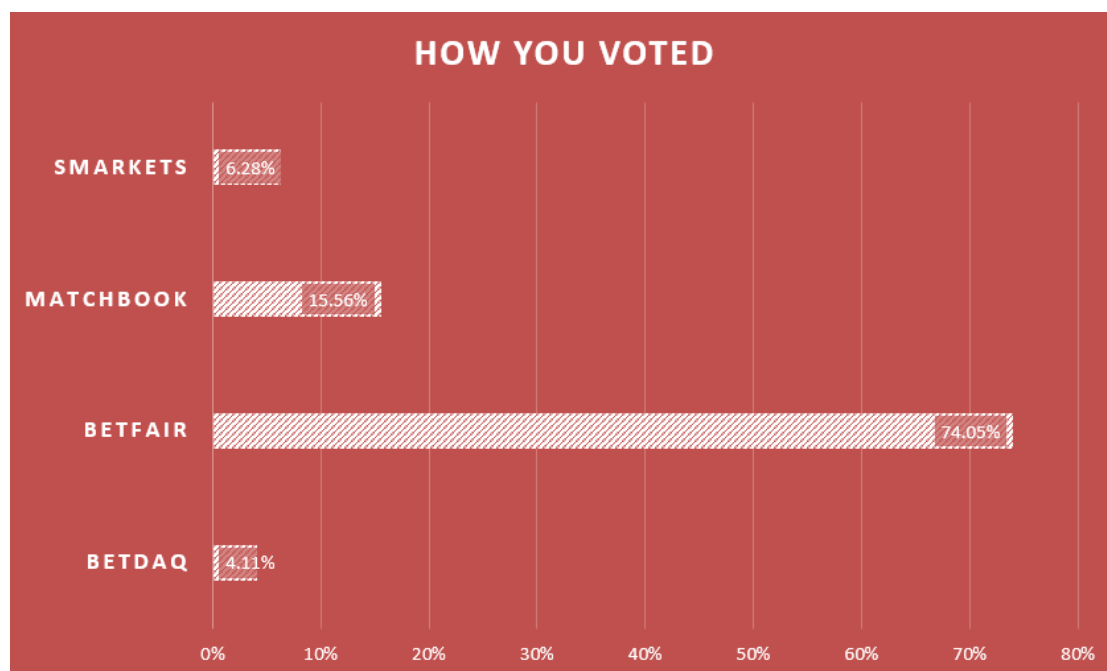
Matchbook were their nearest competitor with 15.56% of your votes and take Silver, whilst Smarkets and Betdaq polled around 10% between them in 3rd and 4th.

It will be intriguing to see how the Exchange market changes in coming years with Betfair now adopting a lower 2% commission model for those that demand it – the same tariff as their 3 main rivals.

Of these rivals, we have already seen how Matchbook continue to lead the way with impressive content – podcasts, articles and free tipsters, whilst Smarkets have been expanding their own remit with new sportsbook app – SBK and innovations of their own.

More competition means only thing – lower costs and more choice for us punters, so we welcome this rivalry in the Betting Exchange sector.

Last Year's Results: New category



YOUR WORST BOOKMAKER OF 2019.

GOLD – LADBROKES

SILVER – PADDY POWER

BRONZE – CORAL

It takes a certain level of ineptitude to win the worst bookmaker award once, yet to scoop it 4 years in a row as Ladbrokes have now done really does take the biscuit! Yes, once again the 'Magic Sign' was the clear winner this year, taking nearly 20% of your votes as the bookmaker most letting punters down in 2019.

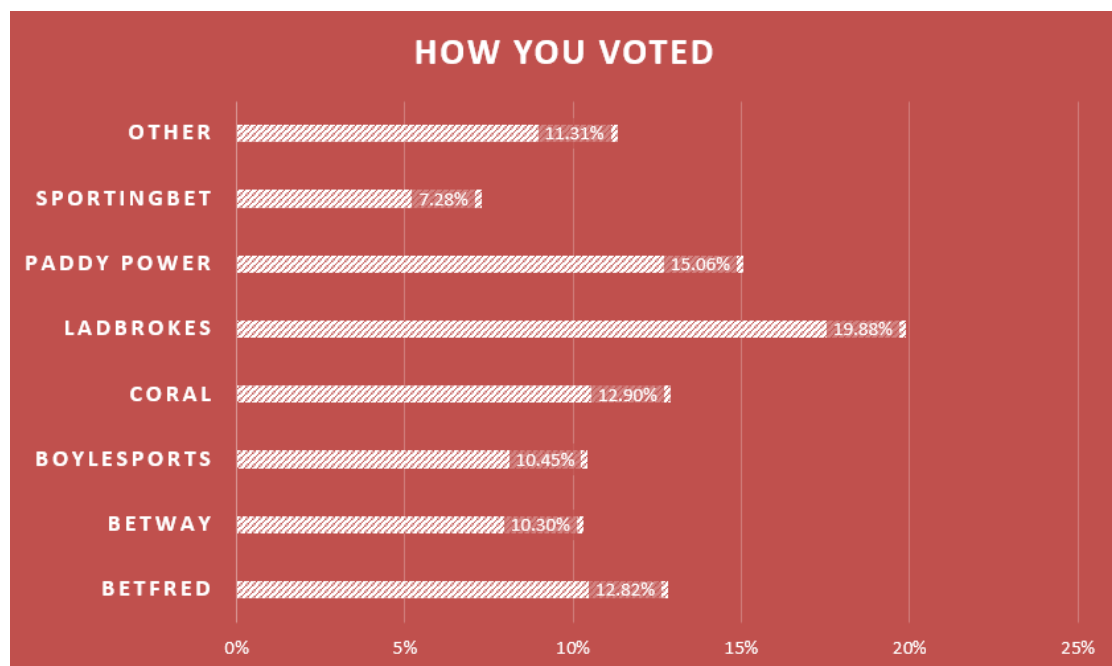
Up one place from Bronze to Silver this time out is Irish firm, Paddy Power, who increased their worst bookmaker votes from 12.85% to 15.06%, as more and more of you have grown disillusioned with their service.

Finally, in Bronze position is Coral, who also increased their vote share from 12.09% to 12.90% this time out to take 3rd spot. It should be noted how Coral and Ladbrokes are owned by the same company – GVC Holdings, hence why it is perhaps little surprise to see both of them feature here.

It is worth noting the share of votes beyond 3rd spot with **Betfred** not at all far behind **Coral** with 12.82% and both **Boylesports** & **Betway** racking up more than 10% each.

For balance it is worth noting that Best Bookie Award winners – **Bet365** and **Skybet** both also polled about 2 to 3% each in this category. Reflecting the diverse ranges of opinions and experiences many of you have when it comes to bookmaker treatment.

Last Year's Results: Gold – Ladbrokes Silver – Betfred Bronze – Paddy Power



READ MORE AWARD WINNERS!

For those of you interested in **reading more** on the 2020 SBC Awards results, including who won the prizes for several vital 'Best Tipster' categories, you can access all of this with our special members only Awards Report.

The full 2020 SBC Awards Report reveals the Gold, Silver & Bronze Award winners for:

- The Best Horse Racing Tipster
The Gold winner made a 38.7% ROI from all advice supplied last year
- The Best Sports Tipster
The Gold winner made a 27.57% ROI from all advice supplied last year
- The Best Overall Tipster
The Silver winner made a 22.41% ROI from all advice supplied last year
- The Best Tipster Newcomer
The Gold winner made a 147% ROI from all advice supplied last year
- Plus!! It also provides the lowdown on why **79% of SBC members made a profit** last year from their betting.

If interested in reading this full SBC Awards Report, you can gain instant access with a [Smart Betting Club membership](#) – now available at the lowest ever prices for 2020.

Peter Ling
Smart Betting Club Owner/Founder



If you have any questions on the Awards or Smart Betting Club membership, you can contact me directly via pete@smartbettingclub.com

HOW THE SMART BETTING CLUB CAN HELP YOU!

Established in May 2006, the Smart Betting Club is a **100% independent** source for reporting upon, reviewing and monitoring the world of betting advice.

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.
- [Pro Betting Fundamentals](#) – Get your betting off to the best possible start with these expert guides: ‘*The Pro Gambler Blueprint*’ and ‘Get The Betting X-Factor’. Designed to help you get the winning betting mindset needed to make it pay long-term and bet like a professional.
- [Bet Diary Pro](#) – Looking for real-life guidance on how to make a profit betting? Follow the ‘Bet Diary Pro’, a weekly blog penned by profitable punter, Rowan Day on the tipsters he uses and the money he is making following them in.
- [Free Tipsters](#) – SBC membership brings exclusive, free access to several top performing betting tipsters who provide their advice via both the members-only tipping forum and via direct email.
- [Massive Tipster Savings](#) – Benefit from huge savings deals on many of the best tipsters exclusively to SBC. Save more than the cost of SBC membership in the first place!

Plus, not forgetting you can also access our outstanding 14 year back catalogue full of past reviews, features and profitable betting advice.

All of the above also comes with a no-quibble [money back guarantee](#).

For more information and subscribe links please visit www.smartbettingclub.com

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