

ADVERTISING FEATURE

GUIDE TO TRADING

WELCOME to our new series of features on trading. Last year we covered the basics, but over the next ten weeks we will be drilling down into more detail with particular attention given to strategies you can adopt when trading.

Trading is a different way of gambling compared to the traditional outright betting often employed by most punters. Traders aim to lock in a profit by betting on the movement of price similar to a financial trader, where the outcome of the event is irrelevant as a gain or loss has already been made before the final result. For example, if you back a horse pre-race at 3.0 for £100 and then lay the same horse at 2.9 for £103.45 this will secure a profit of £3.45 whether the horse wins or loses.

Before we go on to strategies, we need to look at how we are going to place trades. When exchanges were first introduced punters and traders used the standard website supplied by the likes of Betdaq and Betfair to place their bets, but traders now have an array of software available to use. This has opened up more doors for trading opportunities as most trading software allows quicker processes and automated trades into a market.

Manual trading

Manual trading is how most traders started. Financial traders never had the benefit of using advanced trading software until recently and they would simply have to phone their trades through, which is why you often saw traders with more than one phone to their ear.

Although most professional traders will use software, there are still ways of trading without it. For example, if you are thinking of trading

Specialist software can be invaluable tool for trading

long-term ante-post markers, where the prices do not change as rapidly as in a horserace, manual trading is ideal.

The graphic (right) is an example of how you can place two trades into the ante-post French Open – mens outright market. If you are able to get both bets matched – back Nadal at 1.58 for £1000 and lay Nadal at 1.56 for £1012.82 – you would lock in a profit of £12.82 even before the tournament starts.

This is quite a straightforward process and most exchanges will show a profit and loss figure next to each selection so you can work out how much you will win or lose depending on the result.

If you are just starting out it may be worth experimenting with manual trading to get your head around the way prices move and concentrate on markets that don't fluctuate as quickly as in-running events. You will need to have a good head for figures to work out how much you should stake on the back and lay side of each trade and you should start off with minimum liabilities and increase your stakes only when confident about your abilities.

In-running betting is now a very popular way for traders to earn their crust and Betfair have introduced a new service to their website for some of their in-play markets. It's called Cash Out and an example can be seen above. This is not software you have to download, but it is a step towards the use of software.

Selection	Back Odds	Back Stake	Lay Odds	Lay Stake	Potential Profit
R Nadal	1.58	£2,495	1.56	£1,012.82	£580.00
N Djokovic	5.1	£322	5.3	£232	£319
R Federer	15.5	£158	16	£120	£9

Item	Value
Your current liability	£40.00
Cash out	£64.53
Profit/Loss	£24.53

CASH OUT

It's another first for Betfair. Our new feature gives you more control than ever before. When you bet with a traditional bookmaker your options are limited. However on Betfair, when the game changes you can cash out in a click to lock-in your winnings. We automatically tell you when there's an opportunity to cash out, and let you decide when to take it. And you still get better odds, as you're betting against others.

BET IN-PLAY

With this Betfair aid, traders do not have to make the effort of working out how to exit a trade. The example above shows a £40 bet on Manchester City at 2.42, which would return £56.80 should they secure victory.

After taking the lead the price drops to 1.49 and you now have the option of taking £64.53 from the bet (includes £40 stake), leaving a guaranteed profit of £24.53 no matter what the result. To work this out manually would have taken a bit of time and there is a chance Chelsea may have equalised in that time wiping out any immediate profits.

Trading with software

Using software to trade can improve your chances of success but it's important you learn the basic principles of any software before you start

getting heavily involved. So just how can software help with trading?

THE most important benefit is the speed of placing a bet. Unlike manually, where you have to click on back or lay, then enter the stake or change the price and click on place bet, you could have backed and laid in that same time using software.

It would be too complex to go through all the facilities of any trading software package but we can look at some of the main features.

Lets look at one-click betting. Once you have set up your default stake you can simply click on a back or lay price and your bet will be submitted. This has huge benefits, especially in-running as the bet will be placed in milliseconds. This is also

handy if you want to close a bet (profit or loss) as you can quickly take the price available by clicking just once.

The down side is prices can change very quickly and it is easy to click on the wrong price, which can be infuriating.

Another benefit of software is the ability to 'green up' with just one click. Let's say you back A at 5 for £100 and then lay back for the same stake at 4, you will be on a free bet of £100 should the selection win.

However, you can guarantee a profit no matter what the result by spreading your free bet over all selections and you can click on Green Up for a guaranteed profit of £25 on all outcomes. Rather than try and work out how much you need to stake to guarantee a profit, the software will do it for you.

Offsetting and Stop Loss are other useful tools widely available to traders. Stop Loss

is very handy as you can set the software to get you out of a bet at a certain point if the trade is going against you. So should you back a horse with the intention of laying at a shorter price, the flip side is the price could increase further leaving you with a losing trade. Rather than risk the trade getting out of hand, you can instruct the software to get out of the bet should the price go out by half a point. This stops you getting emotionally involved with a trade.

Offsetting is the opposite and you can instruct the software to get out of the trade when the price is a certain number of ticks in your favour.

You can also trade via ladders and use graphs to help with your trading.

So where do you start in choosing the right piece of software? Betfair and Betdaq have a section on their website which highlights the majority of software available for their customers to use. Some are free, some offer free trials and others have a set fee. Because each trading software is so different it is worth experimenting with a few before settling down with the one that suits your style of trading best.

The final option is to design the trading software yourself. This is not the best option for beginners as you need to learn how to trade successfully before taking this step, but once you have a solid understanding of the trading world then you can either design your own piece of kit or get someone to do this for you.

The obvious advantage is the software will be exactly how you want, so you can choose whether you need more complex graphs or additional feeds into the software. On the facing page are a few examples of companies that offer this service.

Mark Sutherland

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[6] Status: Idle	BACK	102.93%	€ 9480	37.51%	LAY	Selection	Odds	Stake
1. Eeza Red Devil	4	9.0	9.2	9.4	9.6	9.6	10.0	10.5
2. Glyncross Anne	5	9.2	9.6	9.8	10.0	10.0	12.0	12.5
3. Lad Of Cashel	6	9.5	9.8	10.0	10.5	11.5	12.0	12.5
4. Hollyoak Basil	3	6.6	7.0	7.2	7.6	7.8	8.0	8.6
5. Rockbrook Bolt	2	5.5	5.6	5.7	5.8	5.8	5.9	6.0
6. Spikes Girl	1	2.40	2.42	2.46	2.48	2.50	2.54	2.56

Give yourself a betting advantage

MANY bettors still tend to trade in an old-fashioned way, with a sheet of paper and a pencil in hand.

While it gives them an imaginary feeling of control, they are missing out on crucial parts, such as speed, accuracy of calculations, convenience of interface, cold-bloodedness of decisions, data representation and analysis.

Though many admit the need for a reliable bot, the method of triggered betting has only recently gained in popularity.

It combines your intelligence with the efficiency of your

computer, giving you a huge advantage over others. It works well because you get to instruct your bot with simple commands, similar to orders you would give to a broker.

Once you have it tried and polished in test mode, you can apply the same strategy on a daily basis without the need to be there for every bet.

And you know exactly what the program is doing because you are the one who has actually programmed it.

For more details visit online at marketfeeder.pro.com

Custom bots easy way to automation

Custom bots are a new way to automate your betting at Betfair.

One of the easiest ways to automate your betting activity is to order a custom bot. A Custom bot is specially designed to work by your strategy and it is only available to you. It can cater for all your betting needs.

All you need to do is write a short specification about your strategy and find a developer that will make that bot for you.

Software called Bf Bot Manager offers several

different bots that can be customised to work by almost any betting strategy and if that is not enough then a completely new custom bot can be made on request.

What is different about betting with Bf Bot Manager? This program will save you time and money.

Licenses can be purchased for a one-time fee – there is no subscription. More information on licensing and a free trial is available at bfbotmanager.com.



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BETWISE provides software, powerful databases and guides so you can create your own fully automated betting and trading robots. At Betwise, they are dedicated to helping bettors and data analysts identify a winning edge and apply it in sports betting markets.

Betwise provide data, applications and information to analyse sports – in particular horseracing – as well as betting markets.

They also provide the means to bet on modern betting markets automatically – whether betting, trading or arbitrage.

“An invaluable resource for those wishing to learn about automating Betfair transactions. I write as a professional gambler specialising in football markets and prior to reading the book, had never written a line of code in my life.

Within two weeks, I had several automatic betting programs (bots) up-and-running, all pieced together from the sample code.

I have subsequently automated a huge amount of my betting strategies and have

A great read and an aid to profits

significantly increased my profits. For the intelligent bettor wishing to improve their efficiency and profitability, the book is an essential buy” – Alex Johansen.

“Great book. Many new ideas, software solutions and examples – even for every little detail. I am completely satisfied with my purchase.” Anatoliy

More information and testimonials at betwise.co.uk/testimonials

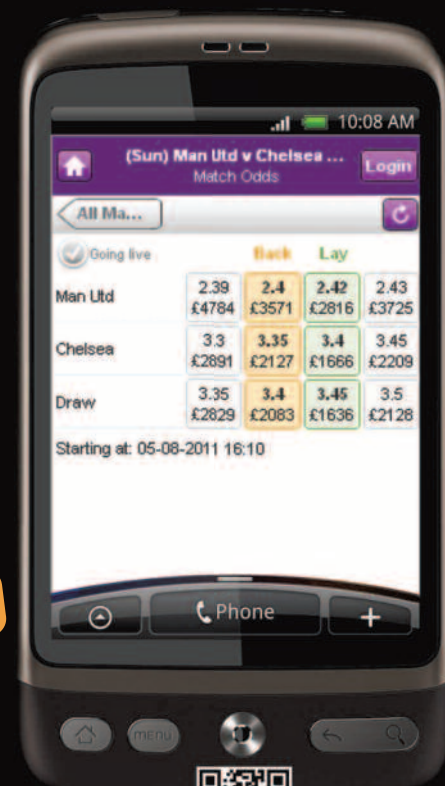
‘For the intelligent bettor wishing to improve their efficiency, this book is essential’

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