



SMART BETTING CLUB

# THE 2021 SMART BETTING CLUB AWARDS



THE BEST OF THE BETTING & TIPPING WORLD  
**AS VOTED BY YOU!**

[WWW.SMARTBETTINGCLUB.COM](http://WWW.SMARTBETTINGCLUB.COM)

## *2021 SBC BETTING & TIPSTER AWARDS*

Welcome to this Free Smart Betting Club (SBC) Awards Report featuring the results of votes cast by SBC members and website visitors in February 2021.

The [Smart Betting Club](#) is an independent subscription based website dedicated to helping its members make their betting a success. Primarily this is through our independent tipster reviews & tipster profit reports on the experts to follow to do just that. Yet, in recent years, this remit has expanded to revealing the truth on the betting world itself – be it the places you bet or the resources, websites & podcasts that help you make informed betting decisions.

Therefore to recognize those making a positive impact for punters, each year we now publish these Awards to help showcase the very best (and sometimes worst) of both the betting & tipping world.

Inside this report you can read a detailed rundown on the free tipsters, websites, bookmakers and a lot more besides that you rated during 2020.

Perhaps it was the expert or website that made you a stack of profit, the bookmakers or exchanges you liked to bet with or even the betting writers, podcasts or video creators providing great content.

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, Video, 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
- Best Betting Video Content

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 2020...

## YOUR BEST FREE TIPSTER

**GOLD – MARK O'HAIRE**

SILVER – HUGH TAYLOR

BRONZE – BEN COLEY

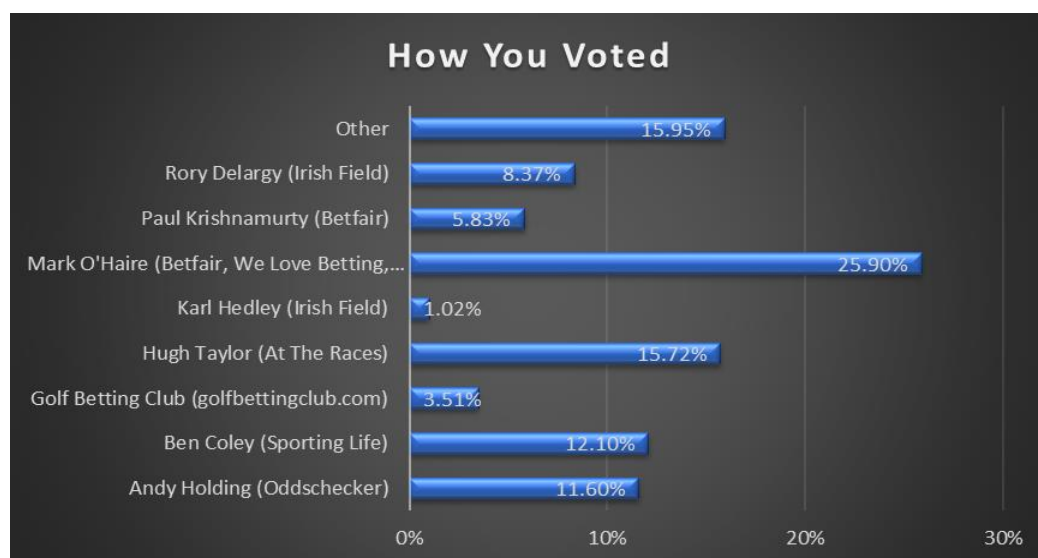
Once again, the prolific Mark O'Haire led the way with 25.9% of all your votes thanks to the free tips he provides via several platforms such as [We Love Betting](#), Matchbook and Betfair. Mark can be found on Twitter [@Markohaire](#) and is well worth a follow to ensure you keep on top of all of his output. Congrats to Mark on his back to back Gold award win!

The racing tipster, Hugh Taylor took Silver once again thanks to yet another profitable year in 2020 for those following his free tips as posted on the At The Races website. This was his 12<sup>th</sup> consecutive winning year in a row so its little wonder why bookies fear him! 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,

Bronze went to Sporting Life golf expert, Ben Coley who notched up a fantastic profit for followers of his tips in 2020. Ben made 364 points profit @ 38.7% ROI last year alone with several big winners and is very highly rated indeed. You can find all of [Ben's tips here](#) and follow him on Twitter [@BenColeyGolf](#)

The 'Other' category received a lot of attention with over 30 different free tipsters put forward by voters with the likes of Tony Calvin, Andrew Mount, Michael Deasy, Simon Rowlands & Kieran Ward all featuring several times each.

*Last Year's Results: Gold – Mark O'Haire, Silver – Hugh Taylor, Bronze – Andy Holding*



## YOUR BEST BETTING WEBSITE

**GOLD – GEEGEEZ RACING**

SILVER – WE LOVE BETTING

BRONZE – MATCHBOOK

The best website award for the 5<sup>th</sup> year running went once again to the superb racing website: [GeeGeez.co.uk](http://GeeGeez.co.uk) who racked up just short of 30% of all the votes cast in this category. Geegeez continue to build on their reputation as one of the very best racing websites – whether it be form study, analysis, news or betting insight – there is plenty to sink your teeth into and make you a better bettor!

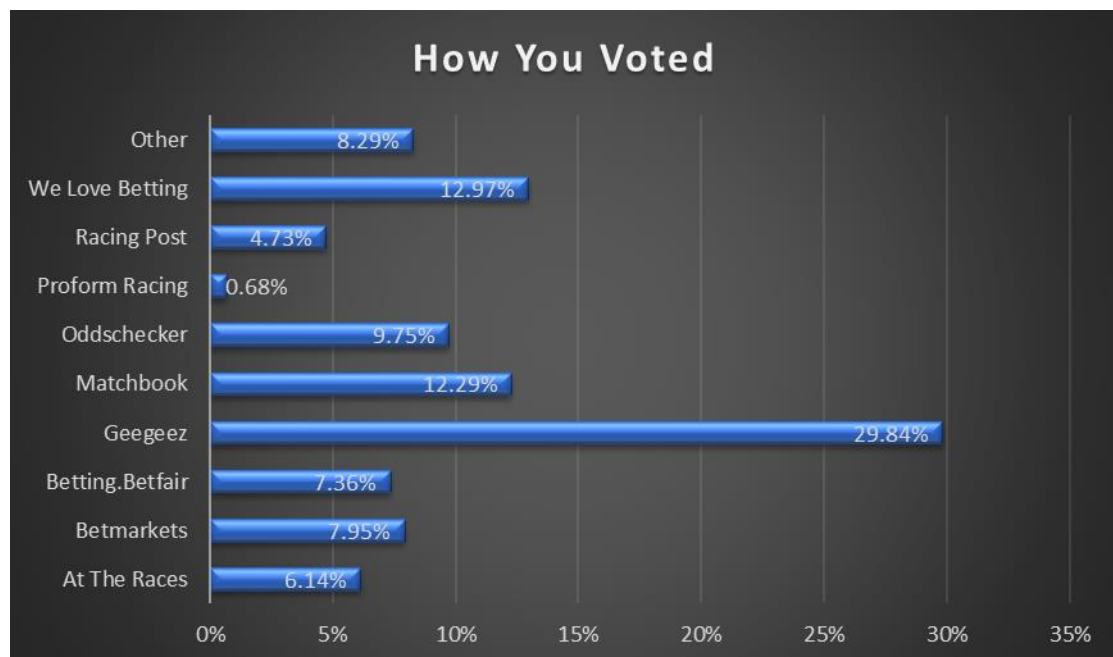
Taking Silver for the second year in succession was free tipping website [We Love Betting](#) who won 12.97% of your votes. A wonderful resource for betting tips, insight and articles – it's a must read for shrewd punters everywhere.

Just behind in Bronze was [Matchbook](#) who took 12.29% of the vote share in this very competitive category thanks also to their quality betting output. Their [insights section](#) is rammed with tips, articles, podcasts and video content across a wide range of sports.

Notable mentions are also due to Oddschecker, Betting.Betfair, Betmarkets and At The Races who between them notched up over 30% of the votes.

*Last Year's Results:*

*Gold – Geegeez    Silver – We Love Betting    Bronze – Oddschecker*



## YOUR BEST BETTING PODCAST

**GOLD** – MATCHBOOK

SILVER – BETFAIR

BRONZE – RACING POST

The betting podcast world continues to be dominated by the ever popular, Matchbook, who once again romped away with the Gold award by taking 27% of the vote share. You can find each episode [posted online here](#) as well a dedicated Twitter account [@matchbookpod](#) to keep you updated on all the latest pods.

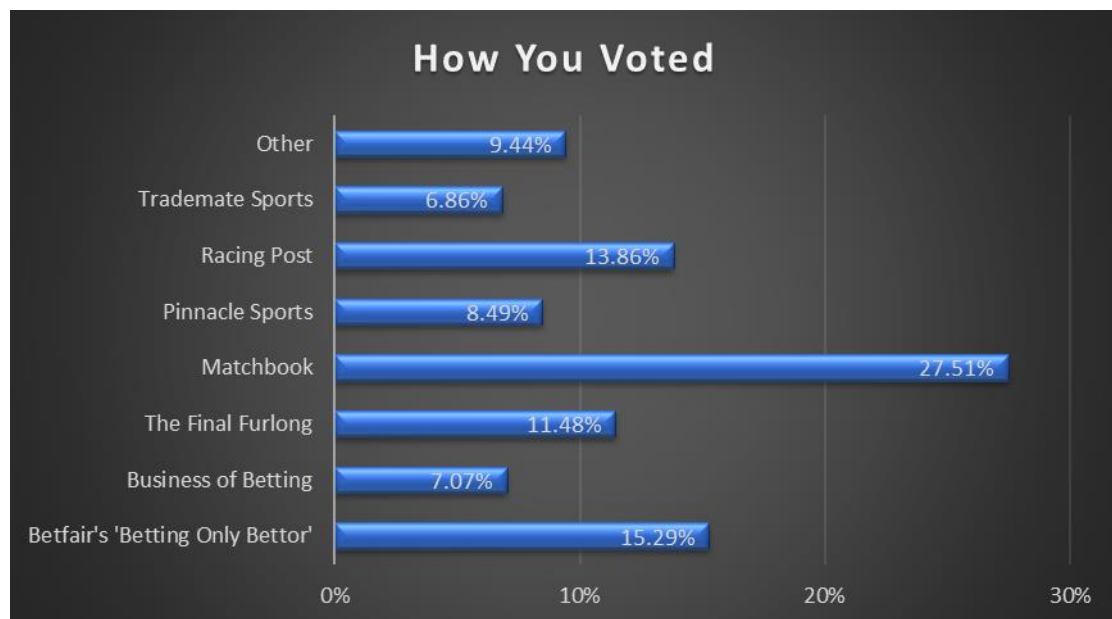
Jumping up into Silver in 2020 was Betfair who's growing 'Betting Only Bettor' range of podcasts attracted 15.29% of your votes. You can listen to several big name experts across a wide range of sports including the likes of Tony Calvin and Kevin Blake on Horse Racing. You can explore more [via this link](#).

Holding onto the Bronze vote in 2020 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.

Notable mentions must also go to Trademate Sports, Pinnacle Sports, The Final Furlong and Business of Betting who between them notched up over a third of the votes between them. All of which just goes to show just how competitive the betting podcast market has become!

*Last Year's Results:*

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



## YOUR BEST BETTING VIDEO CONTENT

**GOLD** – RACING POST

SILVER – MATCHBOOK

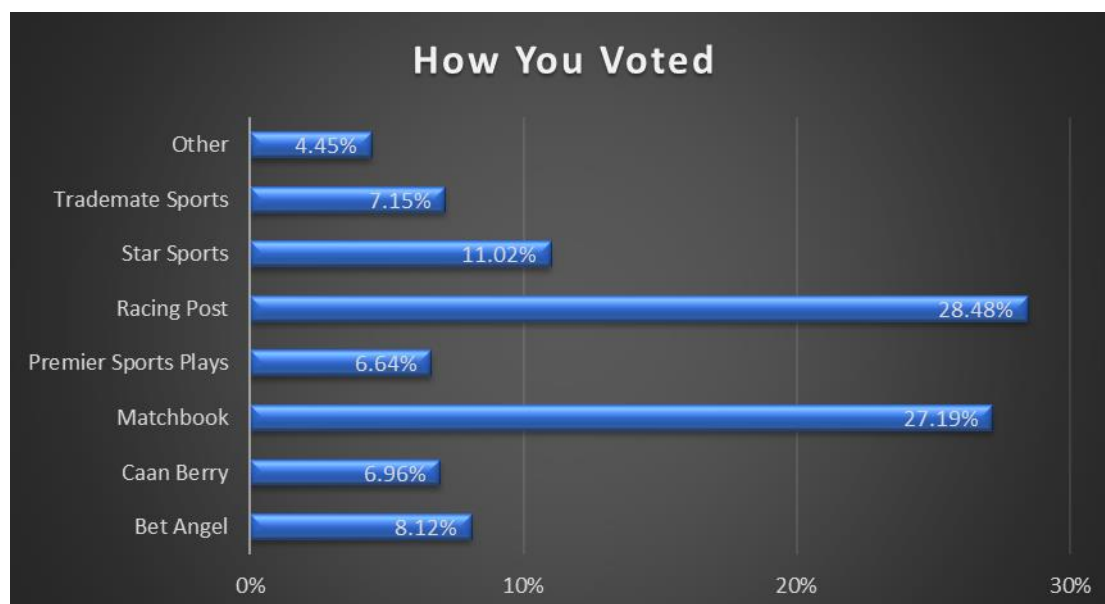
BRONZE – STAR SPORTS

A new category for 2020 is that of the best betting video content provider and the inaugural Gold award went to the betting industry paper – the Racing Post who took 28.14% of your votes. Regular videos such as 'What A Shout' on horse racing or 'The Sweet Spot' with Steve Palmer on golf are proving to be very popular. You can find the Racing Post YouTube Video channel [here](#).

Just behind in 2<sup>nd</sup> spot and taking the silver was Matchbook with 27.19% of your votes for their regular coverage on a wide variety of sports. Matchbook continue to be a prolific provider of expert betting content and you can explore all their videos via their [YouTube channel](#).

Finally, Bronze in this new category went to Star Sports in due recognition of some of the excellent video content this small independent bookmaker firm continue to produce. Their regular '[Betting People](#)' videos feature a who's who of the betting world and you can find their YouTube channel [link here](#).

*Last Year's Results:*  
*New category*





## YOUR BEST BETTING WRITER

**GOLD** – MATT BISOGNO

SILVER – MARK O'HAIRE

BRONZE – KEVIN BLAKE

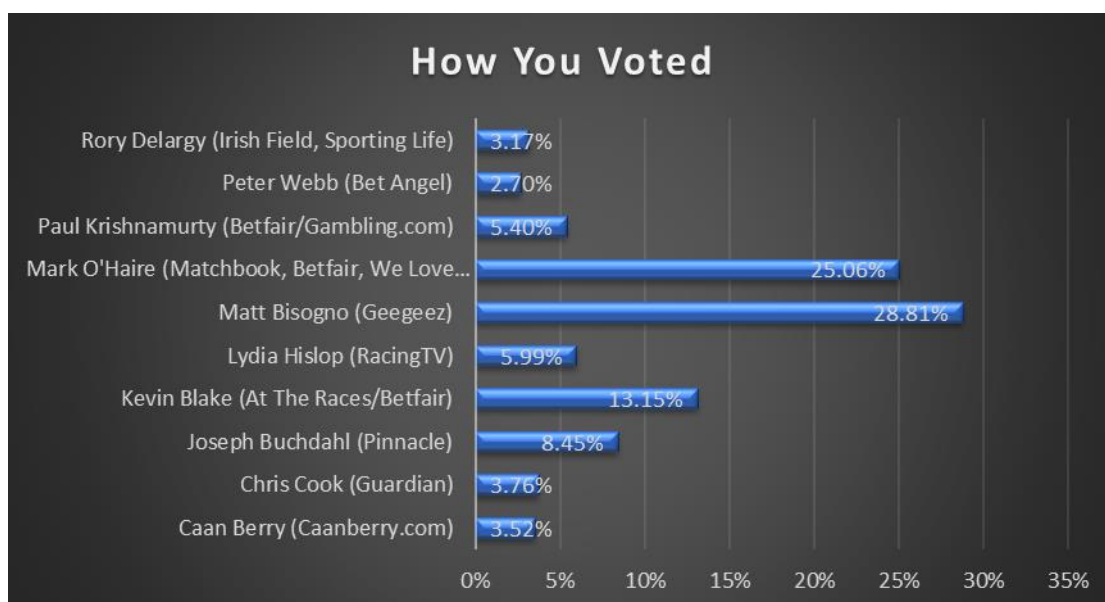
It was back to back wins for Matt Bisogno from GeeGeez who scooped the Gold award for best betting writer for the 2<sup>nd</sup> year in a row (it was only introduced last year) with 28.81% of your votes. Matt pens regular insightful articles on all topics relevant to betting and racing on the [Geegeez blog](#).

Squeezed into 2<sup>nd</sup> spot and the Silver with 25.06% of your votes was that man, Mark O'Haire once again who earned due recognition for his regular betting articles. As well as his work on We Love Betting, Mark also appears on both the Matchbook and Betting.Betfair website with regular columns.

Finally, horse racing pundit, Kevin Blake took the Bronze with a further 13.15% of your votes. Kevin posts regular articles and columns for At The Races and Betfair and is also a part of ITV Racing's coverage.

### *Last Year's Results:*

*Gold – Matt Bisogno     Silver – Kevin Blake     Bronze – Joseph Buchdahl*



## YOUR BEST BOOKMAKER

**GOLD – BET365**

**SILVER – BETFAIR SPORTSBOOK**

**BRONZE – PINNACLE**

It is perhaps little surprise to see Stoke's finest – Bet365 top of the Best Bookmaker charts once again with a whopping 37% of the votes cast. They continue to set the standard against which many bookmakers are judged these days with a huge number of markets, livestreaming, value odds and a slick betting experience.

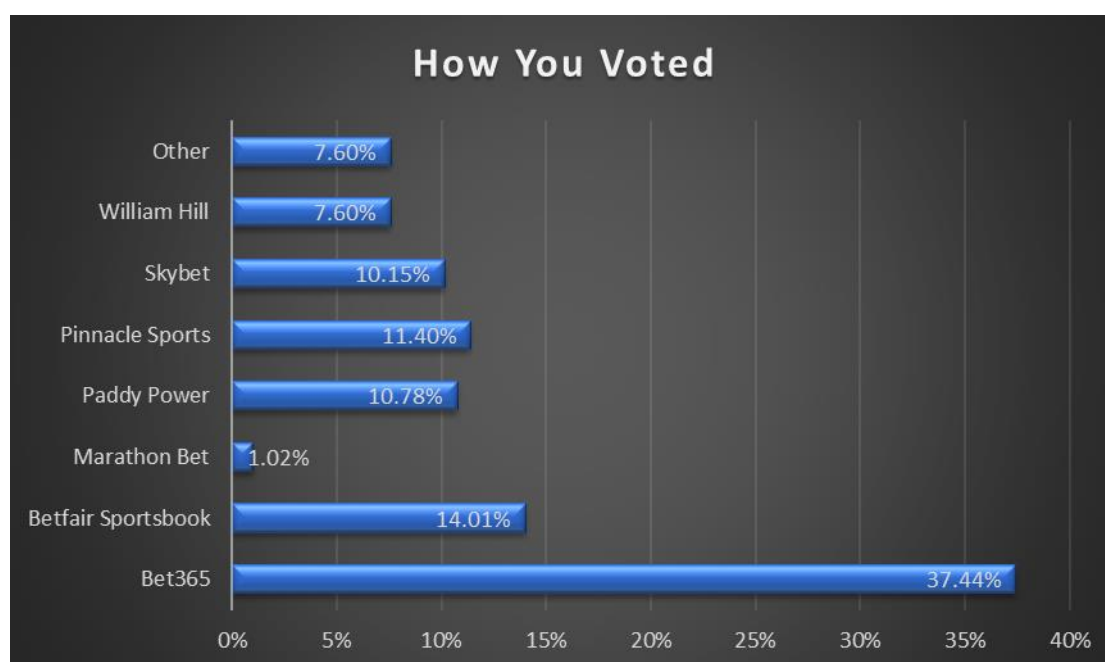
The rest of the contenders were only ever battling for 2<sup>nd</sup> place and it was another big firm – Betfair Sportsbook who took the Silver with 14% of the vote share.

Bronze went to sharp bookmaker, Pinnacle, which is 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.

Its worth a note hear to say that even those at the top of the pile also received several nominations in the 'worst bookmaker' category with 3% of you putting Bet365 forward for that accolade. An indication, if it were needed of the divisive nature of bookmaking, specifically when it comes to those who have accounts closed for winning!

### *Last Year's Results:*

*Gold – Bet365   Silver – Skybet   Bronze – Pinnacle*





## YOUR BEST BETTING EXCHANGE

**GOLD- BETFAIR**

**SILVER – MATCHBOOK**

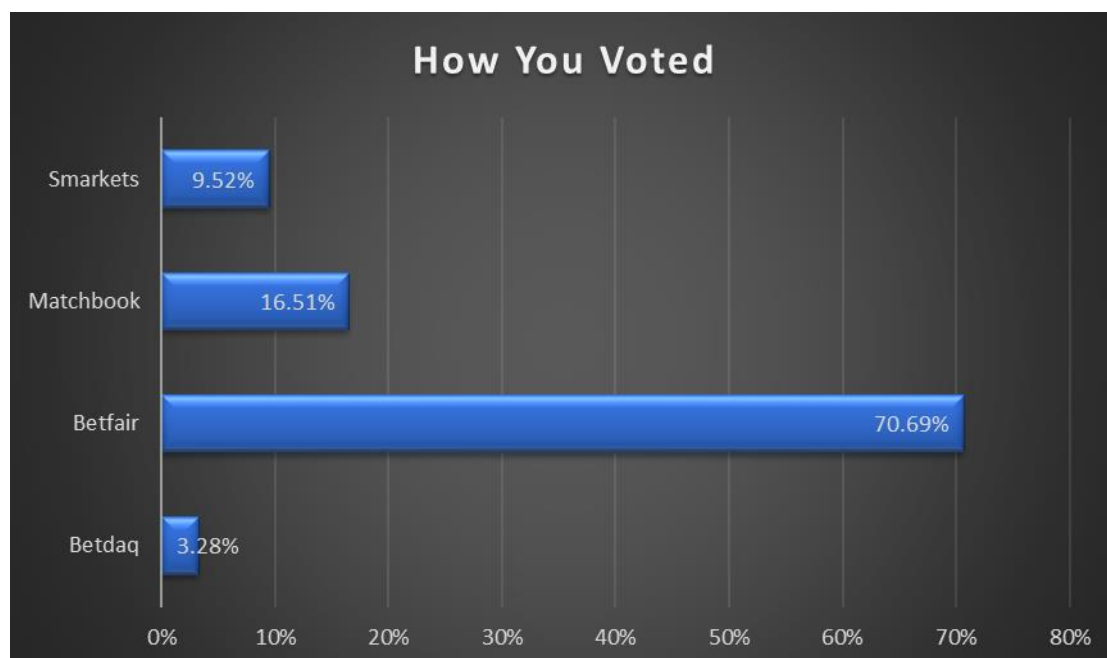
Although there are only 4 major betting exchanges to choose from, this is always an interesting category as it helps to highlight any changes in market share away from the obvious big firm – Betfair.

Whilst the Betfair Exchange did take Gold with 70% of the votes, this was down on the 74% taken last year and indicates that their rivals are slowly eating into their market share at least in terms of popularity.

Matchbook took Silver with 16% of the vote, whilst the biggest growth came from Smarkets who went from 6% to 9.5% in third position.

We welcome this increased competition in the exchange sector as it should ultimately lead to better choice, products and services and hopefully lower costs for us punters. We have already seen Betfair reduce their base commission rate from the terrible value 5% to 2% in response to Smarkets and Matchbook's pricing and we remain hopeful this will come down further in time.

*Last Year's Results: Gold – Betfair (74%) Silver – Matchbook (15%)*



## YOUR WORST BOOKMAKER

**GOLD** – LADBROKES

SILVER – CORAL

BRONZE – 888SPORT

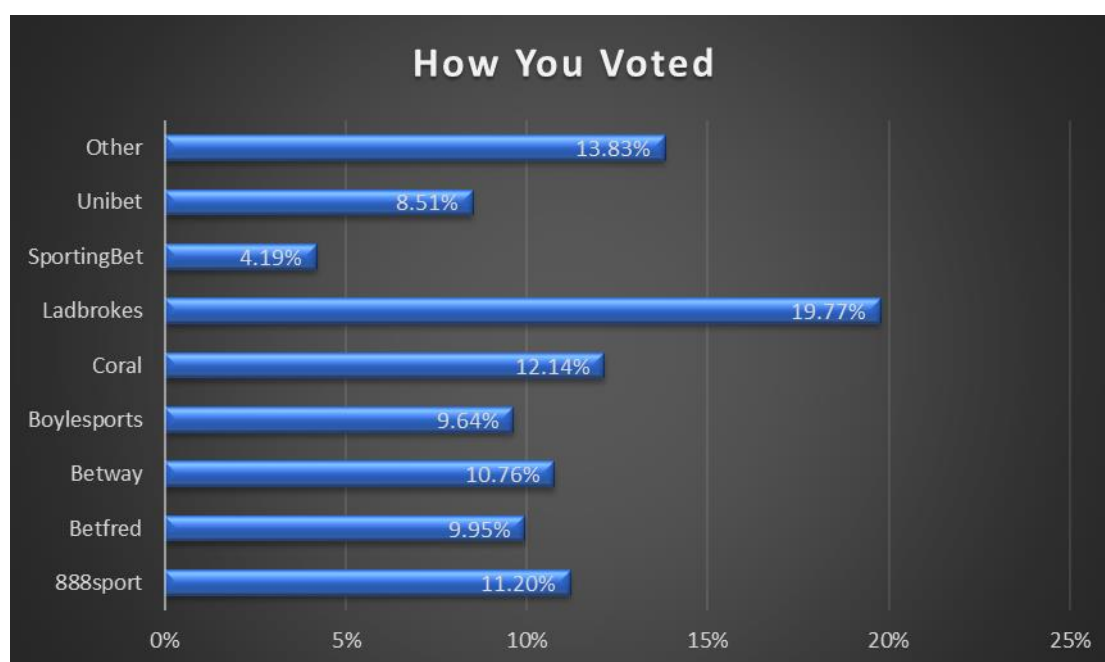
There have been several repeat winners throughout the 2020 SBC Awards and the Worst Bookmaker category is no different with the consistently disliked Ladbrokes winning it for the 5<sup>th</sup> year in succession!

The bad news doesn't end there though as Ladbrokes stablemate – Coral (who are part of the same company – GVC Holdings) took Silver with 12% of the vote. Not only are both firms poorly rated in terms of their sportsbook offerings, but also their approach to betting account restrictions and closures.

A new 'winner' this time out was the Bronze Award victor, 888sport who snook into 3<sup>rd</sup> with 11.2% of your votes. Hardly surprising considering this is a firm who will close your account at the first sign of a winning bet being placed and they fully deserve to be named and shamed here.

It is worth noting how competitive this category often is – Ladbrokes aside, with very little separating 2<sup>nd</sup> place Coral (12.14%) with 7<sup>th</sup> placed Unibet (8.51%). A telling stat about the lack of love many punters have for so many bookmakers in the modern betting world.

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



## ***READ MORE AWARD WINNERS!***

For those of you interested in reading more on the 2021 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 2021 SBC Awards Report reveals the Gold, Silver & Bronze Award winners for:

- **The Best Horse Racing Tipster**  
*The Gold winner has made a 33.4% ROI advising racing bets since 2012*
- **The Best Sports Tipster**  
*The Gold winner made a 22.20% ROI from all advice supplied last year and has started 2021 with a bang and making a 146% ROI from the first 2 months of the year.*
- **The Best Overall Tipster**  
*The Silver winner made a ridiculously good 63% ROI from all advice supplied last year. Best of all SBC members can enjoy a huge discount if joining them.*
- **The Best Tipster Newcomer**  
*The Gold winner is free to follow to all SBC members and made a 8.24% ROI from 491 bets in 2020 alone.*

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 2021.

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](mailto: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 50 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 16 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](http://www.smartbettingclub.com)

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