

## Edge Alerter Trial – Key Things to Know

**Step 1: Setup betting accounts** and take advantage of first deposit offers (see appendix 1).

**Step 2: Warm up of new accounts:** Warm up any brand-new accounts with at least 5 non-promo bets with unit sizes similar to what you'll be betting with.

**Step 3: Stake sizing:** Work out your betting bankroll, and bet 5% per bet (up to a max \$50 per bookie).

**Step 4: Decide which bookies** you'll bet with, and spread across at least two of them each day.

**Step 5: Bonus bet conversion:** Follow the staking rules in the Trading Rules document which outlines bonus bet staking (see appendix 2).

**Step 6: Mental approach:** Approach it like a robot, by just staking diligently and chipping away. The edge always comes through long term

**Step 7:** Aim to maintain **50/50 promo vs non-promo** betting ratio.

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## Appendix 1: Bookies to have accounts with

<b>Bookmaker</b>	<b>Insights</b>	<b>Time taken until first deposit offer</b>
BBet	100% bonus match on your first deposit up to \$150. Okay racing promos.	Instant
Bet Deluxe	50% bonus match on your first deposit up to \$200 (100% if you wait a week). Good racing promotions, poor pricing in racing and most sport. Bonus bets expire aft 7 days which they don't make obvious.	2 days 1 week for 100%
Bet365	100% bonus match on your first deposit up to \$100. Great pricing, decent promos, and slow to promo ban.	1 week
Blue Bet	100% bonus match on your first deposit up to \$100. Good racing promo offering.	Within 1 day
Bet Right	100% bonus match on your first deposit up to \$100. A few good racing promos but not great.	2 days
Boom Bet	100% bonus match on your first deposit up to \$100. Formerly known as Sports Betting. Great racing promos, although relatively quick to promo ban so need to warm up account.	7 days
Ladbrokes	50% bonus match on your first deposit up to \$200. Great promos but quick to promo ban. Owns NEDS.	1 hour
Neds	100% bonus match on your first deposit up to \$250. Great promos but very quick to promo ban. Owned by Ladbrokes.	Instant
Palmer Bet	100% bonus match on your first deposit up to \$200. Poor promo offering.	7 days
PlayUp	100% bonus match on your first deposit up to \$100. Solid promo offering. Relatively quick to promo ban so need to warm up account.	Instant

Pointsbet	100% bonus match on your first deposit up to \$100. Great promo offering but quite quick to promo ban if sustainability principles not followed.	2 days
Real Bookie	100% bonus match on your first deposit up to \$100. Great racing promos, although pricing isn't great.	2 weeks
Southern Cross Bet	50% bonus match on your first deposit up to \$400. Really good racing promos.	2 days
Sportsbet	100% bonus match on your first deposit up to \$100. The best in the market for promos, pricing, risk of getting promo banned.	2 days
TAB	100% bonus match on your first deposit up to \$100. Great promos, although the TAB Tote pricing is inferior to fixed pricing offered by others. Quite slow to promo ban.	2 days
TexBet	100% bonus match on your first deposit up to \$100. Decent promos but terrible customer service. Some reports of them refusing to pay out unless an intrusive identification process is followed.	Instant
TopSport	50% bonus match on your first deposit up to \$100. Decent racing promos and pricing.	2 days
Unibet	100% bonus match on your first deposit up to \$100. Promo offering not great.	4 days

## Appendix 2: Trading Rules

### Cash Stake Sizing

- 5% of bankroll per race/game
- Round to the nearest \$5
- Adjust stake size dynamically according to current cash betting bankroll

For example, if at the start of the day you're betting bankroll is \$500, that means your first stake should be \$25. If later in the day you're betting bankroll is \$600, you can have stakes of \$30.

### Bonus Bet Stake Sizing

- If tipped price \$10 or less: Have a full bonus bet on.
- If tipped price is \$10-20: Have a half bonus bet on (I.e. split a bonus in half)
- If tipped price is \$20<: Have a quarter bonus bet on (I.e. split a bonus into quarters)

### Racing Place Strategy

- Whenever you have time, as a way to increase non-promo turnover, you can put cash on the racing bonus bet tips on the place market
- This strategy increases non-promo turnover, plus there is a little edge in it too (2-3% POT)

### Warming up new accounts

- For the first 30 bets, have a max of 50% of bets on promotions.

### Ongoing account sustainability

- Continue to have at least 30% of betting volume on non-promo bets.

### Spreading betting bankroll across bookies

It's ideal to have access to 2 or 3 bookies, especially on the big Saturday race days, so you can spread your promo betting across multiple bookies to help with account sustainability.