

FREE GUIDE

Value Betting 101

How to find edge vs bookmaker odds

Most bettors pick winners. Value bettors pick **prices**. If a bookmaker offers odds higher than the true probability implies, you hold an edge — and over many disciplined bets, edge is what matters.

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1. Odds are probabilities

Decimal odds 2.50 imply 1 / 2.50 = 40%. If the true chance is 45%, the price is value. Expected value = (probability × odds) − 1. Here: 0.45 × 2.50 − 1 = +12.5%.

2. Find the fair price

Sharp books like Pinnacle run low margins, so their prices are the market’s best estimate. Remove the margin and you get **fair odds** — the benchmark every soft bookmaker price is compared to.

3. Compare, then confirm

> Value disappears fast. Prices must be re-checked right before placing. Stale value is no value.

4. Stake with discipline

> Flat or small fractional stakes. Daily bet caps, a daily loss limit and a low-balance guard keep variance survivable. Value is a long-run edge, not a promise for any single bet.

5. Track everything

> Log price taken vs fair price. Beating the fair line consistently is the clearest sign your process works.

Meet ValueBot AI — coming soon

> The bet365 Value Bet Bot 2027 compares every bet365 price with margin-free Pinnacle fair odds, re-checks bet365's live on-screen price before each bet, and uses Claude, Grok and OpenAI when the screen is hard to read. Windows desktop app · 17 sports · pre-match + live · paper mode first · daily bet cap, daily loss limit and low-balance guard.

On the track soon: more betting bots are coming for **greyhound and horse racing**. Waitlist members hear first — with launch pricing.

Next step

The bots are available only through the shop or launch waitlists.

Join the ValueBot waitlist **Browse the shop**
