

**BTSM Best Bet value picks return a +3.8% ROI for all races at Keeneland 2011 Fall Meet.**

**Overview:**

BTSM was designed as a handicapping system that not merely picks winners but also applies a formula based on proprietary odds to take advantage of differences in track odds and expected payout to make smarter betting decisions and maximize your earnings. The average RIO for the betting public is -17%, also known as TrueVig. If you're ROI is better than -17% then you're winning your fair share of the win pool. BTSM is the only handicapping provider that publishes real ROI performance on their own handicapping system. Wins or losses, we take an unbiased approach by sharing our own performance with you. We can prove we are consistently better than -17% ROI and that our horse racing picks will improve your odds of winning. What's your ROI?

**Keeneland 2011 Fall Meet Highlights:**

- 1: Top 1 ranked horse showed a modest increase over the market (-17% ROI is the market for win bets).
- 4: **BTSM Best Bets** pocketed a modest **\$83** with a **3.8% ROI**. "Best Bets" are horses that we believe to be undervalued compared to the betting public. For example, a horse goes off at 10:1 but our data believes this to be a 5:1 horse, thus worthy of a wager given the odds difference.
- 6: **Exacta Box** on the **Top 3 ranked BTSM horses** returned **-0.7% ROI**. If you were to apply any wagering logic (i.e., Kelly Criterion) - this certainly gets you to break-even and cashing a lot of tickets.

Straight Win Bets					Exotic Bets				
\$2 WIN Bets on Top 1 Ranked Horse					\$2 Exacta Box on Top 2 Ranked Horses				
	Number of Bets	Total Amt Bet	Net	ROI		Number of Bets	Total Amt Bet	Net	ROI
1	151	\$302	(\$35)	(11.6%)	5	152	\$608	(\$59)	(9.6%)
\$2 WIN Bets on Top 2 Ranked Horses					\$2 Exacta Box on Top 3 Ranked Horses				
	Number of Bets	Total Amt Bet	Net	ROI		Number of Bets	Total Amt Bet	Net	ROI
2	149	\$596	(\$131)	(21.9%)	6	152	\$1,824	(\$12)	(0.7%)
\$2 WIN Bets on Top 3 Ranked Horses					\$2 Pick 3 on Top 2 Ranked Horses				
	Number of Bets	Total Amt Bet	Net	ROI		Number of Bets	Total Amt Bet	Net	ROI
3	151	\$906	(\$116)	(12.8%)	7	120	\$1,920	(\$89)	(4.6%)
\$10 WIN Bets on Value Bet Triggers (Horse Shows Value Indicated by \$ or \$\$ or \$\$\$ on BTSM Smart Sheet)					\$2 Pick 3 on Top 3 Ranked Horses				
	Number of Bets	Total Amt Bet	Net	ROI		Number of Bets	Total Amt Bet	Net	ROI
4	217	\$2,170	\$83	3.8%	8	120	\$6,480	(\$995)	(15.4%)

**Smart News:**

Have any questions, comments or Myth Busters about horse betting you'd like us to investigate with data and analytics? Use the contact form on our [website](#) and lets all get smarter.