

**BTSM Pick 3 horses return a nice +11.1% ROI for all races at Keeneland 2012 Fall Meet - now that's "Staying in the Black"**

**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 TruVig. 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 2012 Fall Meet Highlights:**

- 1: This is a clear example of the betting public over-betting the favorite. You can't make money when everyone bets on the favorite, even with a high win rate.
- 2-4: Win bets on Top 2, Top 3 and BTSM Best bets yielded a better return than -17% (betting public).
- 6: **Exacta Box** on the **Top 3 ranked BTSM horses** returned **-0.9% ROI**. If you were to apply any wagering logic (eg, Kelly Criterion) - this certainly gets you to break-even and cashing a lot of tickets.
- 8: **Pick 3** - this is exactly how BTSM was designed to work. You are picking horses ahead of the betting public, giving you the edge. If you bet the **Pick 3** on the **Top 3 ranked BTSM horses**, you'd be sitting at **+11.7% ROI**.

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	123	\$246	(\$90)	(36.5%)	5	161	\$644	(\$253)	(9.5%)
\$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	123	\$492	(\$62)	(12.6%)	6	161	\$1,932	(\$17)	(0.9%)
\$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	123	\$738	(\$94)	(12.7%)	7	127	\$2,032	(\$447)	(22.0%)
\$2 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	411	\$822	(\$78)	(9.5%)	8	127	\$6,858	\$804	11.7%

**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.