



## INTERVIEW WITH LIAM JONES OF PINPOINT GOLF

[Visit the Pinpoint Golf Website](#)

Liam Jones is the tipster behind the Pinpoint Golf Tips service, which since December 2015 has been racking up the profits on the Secret Betting Club Forum to great success.

As of the 21<sup>st</sup> March 2016, Liam has made a 208-point profit (18% ROI) from his 1100 outright winner tips and quite rightly developed a strong following amongst SBC members during the period of time he showcased these tips for free on the forum.

[View the SBC Forum Pinpoint Golf Tips Thread.](#)

From the 4<sup>th</sup> April 2016, access to all of his outright advice will require a subscription payment to his new Pinpoint Golf Tips service. Therefore, to find out more about this new service and what it offers, we put together this special interview with Liam.

For those of you interested in joining Liam in time for the Masters and to receive all of his outright winner golf tips from Monday the 4<sup>th</sup> April, [click here for subscription options](#) to the Pinpoint Golf Tips service.

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**SBC: Before we talk about your new Pinpoint Golf tipping service, can you tell us a bit about your betting background?**

Liam Jones: Previously I worked in the betting industry as an odds complier and trader for 9 years and it's fair to say in that time I worked for a few of the biggest names in the industry.

**SBC: How did working at various bookmakers help you develop your golf betting edge?**

LJ: To be a good odds complier/punter you need to have a deep understanding of how prices are calculated. If you can't calculate the odds mathematically yourself with sound logic you cannot know if the bet is good value or not. Statistical and Mathematical modelling techniques of sports were two areas where I got a lot of exposure too. The edge I have on Golf is driven primarily from understanding how to apply those techniques to pricing a Golf tournament.

**SBC: Why did you make the leap from working for a bookmaker to become a full-time punter in your own right?**

LJ: It was always my desire to work for myself even from a young age. In my final few years as an odds complier I was making a good side income from Gambling and I knew that if had a bigger bankroll I could go full time. The bookmaking industry has changed significantly from when I started to what it is today. It is now heavily automated so it was another key reason for me to make the decision to go full time and leave the industry.

**SBC: You began proofing to us back in August 2015 but what made you want to run your own tipster service?**

LJ: The daily life of a professional gambler is very solitary. You win and lose on your own. I know that by running my own service I can share the ups and downs with other people and it will hopefully be lucrative for both parties. It has always given me satisfaction when I have given people winners over the years.

**SBC: Moving onto the knowledge that helps you select your profitable golf bets – do you have a set system or strategy you utilize or is it simply down to hard work and judgement of what you think is a value bet or not?**

LJ: The approach is fundamentally mathematical and systematic. However, every mathematical approach has its weakness so I use my knowledge in most scenarios to improve my bet selection. It's important to marry the Qualitative and Quantitative approaches.

**SBC: You tip up a large number of bets each week – what is the logic behind such a high-volume strategy?**

LJ: The large number of selections advised is a product of my selection process and not necessarily intentional. 150+ golfers turn out each week so it's not too difficult to find 10 golfers who are potentially underestimated by the market. The main benefit of a high volume strategy is that you minimize the drawdowns which in Golf can be large. You will be turning over your bank pretty quickly as well which is key to making profits.

**SBC: You select bets in two distinct markets: Outright and Top 20 finishes. Do you have a preference as to your favourite market and do you find one to be more profitable than the other?**

LJ: The Outright Winner market is the marquee market and there is nothing better than bagging the winner of a tournament. It's generally easier to find more value in as well especially outside the main tours. The Top 20 market is on the other end of the spectrum where you are looking for value on players who generally don't compete at the business end of a tournament but will hopefully play well over the four days.

In light of this, subscribers to my private tipping service will be the only place you can pick up my outright bets from the 4<sup>th</sup> April 2016. Given the record I have put forward on the SBC Forum, I would hope SBC members will be able to see the strong edge I have in these markets.

**SBC: In terms of your current record, the Outright bets lead the way with a 18.5% ROI from your first 1100 bets. What is your expected target when it comes to ROI long-term for Outright selections?**

LJ: I would love to say with 100% confidence that I expect this ROI to be sustained and hopefully improved over the long run. Realistically however my expectations for the service is that I hit somewhere between 10% and 15% over a long period.

**SBC: Equally, what kind of ROI do you expect to make long-term with the top 20 finish bets?**

LJ: In the long run my expectations would be to make between 8% and 10%. I am short of that standard at the moment in terms of my live proofing, but I expect this to change over the fullness of time.

**SBC: As you will be well aware, betting account restrictions and closures is a fact of life for many punters, especially when it comes to sports such as horse racing. How does golf differ on this front? Are punters more likely to be accommodated if betting on Golf?**

LJ: Absolutely. Golf is one of the few sports nowadays where they are more willing to lay a bet. Golf odds compilers are a confident bunch and like action on their own prices; especially in the outright markets.

**SBC: Odds availability is a big issue for many members. What is your approach to quoting prices from bookmakers?**

LJ: I want my members at a minimum to at least match the quoted price and hopefully better it at times. A price should be available with at least 3 firms. If not I will quote the 2<sup>nd</sup> best price.

I also will be keeping a very keen eye on the availability of any price I quote and will adjust further if necessary the price I settle any bets at. The key here is that I am as fair as possible and that members can match what I put up.

**SBC: Some bookmakers like Skybet have a very bad reputation when it comes to taking bets on sports such as Horse Racing yet as I understand it, they are much more willing to lay a bet in the Golf market. Have you found this to be true and why do you think this is?**

LJ: Yes and No! Skybet are the best bookmaker out there for Golf as they price all tournaments so it's a real benefit if you have an account with them. You shouldn't have too much trouble if you only bet Golf with them. They have a real opinion on Golf so are more willing to lay a bet on prices they have compiled. The problems may start if you start betting and winning on Racing as your account may be restricted across all sports.

**SBC: Can good value be found on the betting exchanges when Golf betting? If so, do you have any advice on how to maximize profits using them?**

LJ: Yes. In the 2 main events each week (European & PGA tour) you will find excellent value on the outsiders in the field. Liquidity is still an issue early on in the week but it improves significantly on Wednesday. Similar to racing the best time to get matched will be just before the start of the tournament. An alternative to backing the traditional e/w bet with bookmakers on the exchanges is to place a win bet in the Winner market and a win bet on the Top 5 finish market. The effective overall price can be better on the exchanges than with bookmakers. The Top 10 finish market could also be utilized if liquidity is weak in the Top 5 finish market.

**SBC: Do you ever trade your bets in-running or 'cash out' as each Golf tournament wears on or do you let each bet ride through to the end?**

LJ: I will only lay off a bet if I feel its value to do so. You will eat into your ROI% in the long run if you lay off blindly. Some golfers have more "bottle" than others when leading so if you can identify a potential wobble in the back nine it might be wise to press "cash out"! Everybody has a different risk profile so my advice in general would be to hold tough unless you see a compelling reason not to.

**SBC: Which bookmakers do you recommend having an account with if following your tips?**

LJ: Some firms are what I would term “price leaders” and they are the ones more likely to lay a decent bet. They price the events themselves and have an opinion. Some firms will just copy the market and have no real opinion. They will cut a selection much quicker as they have no view.

Ideally a member should have access to the majority of firms but it would be a benefit to have access to Bet365, Skybet, 10bet purely down to the fact that will quote on all tournaments.

**SBC: Losing runs are an inevitable part of betting, no matter how good the tipster. What sort of drawdowns or losing sequences can members realistically expect?**

LJ: Losing runs play a huge part in Golf betting unfortunately. Fortunately, the implied win probability for each tournament is around 4/1 and around 1/1 for at least one to place so losing runs are not as big as you may think. I recommend a 250 point bank for comfort and at least a 70 point drawdown would be expected at some point during the service.

**SBC: Given the relatively low strike-rate that your outright bets work to (currently around 10% of all bets winning or placing), do you have any tips for members worried about handling the occasional fallow periods of form?**

LJ: It’s imperative that members take the long term view if they choose to subscribe. Once they accept this they will find it easier to deal with the inevitable bad spells. It’s important to follow my staking advice as it’s designed to maximise profits and minimize risk. Members just need to stick to the plan and look at results over a 6 month period at an absolute minimum and not the short term.

