

"How to Choose the Right Sportsbook!"

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"How to Choose the Right Sportsbook!"

By Daniel B. King

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So you have decided to start betting online - or maybe you just want to find a new trustworthy sportsbook - what do you need to look out for?

Well I am in a position to speak from some experience - I did at one time hold accounts with about sixty bookmakers in Europe, UK, Australia and offshore - the latter catering mainly to the US market. I have had at least three online sportsbooks go broke on me - luckily my losses were kept to a few thousand dollars - that may sound a lot but it could have been a lot worse.

It is not that easy finding a reputable sportsbook - partly because the web is populated by website owners who will sing the praises of a sportsbook or casino simply because they earn revenue from signing up customers via an affiliate program. Often these website owners know nothing about betting, do not hold accounts with the sportsbooks they are advertising and have not researched the companies they are involved with.

You are keeping your money in an account online. Therefore you should think of the sportsbook you are considering as a bank - a place that you intend to keep funds long term.

So what do you look for:

Read press articles as opposed to reviews - reviews are usually written by the sportsbook's marketing team.

Test run the software by joining and playing for free - most sportsbooks offer this facility.

Find out if your funds are insured or separated in ESCROW accounts so that if the sportsbook company goes under - your funds are still safe.

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Find out if the sportsbook is independently audited.

How long has the operation been online - three to four years is usually a good marker as a minimum.

Test out the customer services to see if they meet your standards or the standards they promise you.

If you know about betting already, then check some of their odds and lines - are they in keeping with what you would expect? Some less scrupulous sportsbooks offer very attractive prices to lure unsuspecting bettors.

Find out if the sportsbook is part of a larger group of companies. Sometimes this means added solidity.

What are the deposit and withdrawal options and the associated charges. These vary quite a bit from

book to book. Options should be available that are 'free' or where the sportsbook absorbs the charges. But ask yourself ; "how easy is it to get access to my money and how much does it cost?"

Not all the above are critical - but help towards finding a secure book.

If you have already have an account with a sportsbook watch out for lapses in customer service and slowness of payment - these can be signs that the company could be in trouble.

The UK has a number of established books including William Hill, Ladbrokes, Coral, and Victor Chandler. I also like SportingBet (

) who take US customers and cater for

global sports.

I would say that US bettors are at most risk since they are generally forced to bet at offshore sportsbooks due to legality issues. The offshore books with whom I work are top grade but it is in the offshore environment that problems occasionally occur. It is, therefore, critical that those US customers put in the research before signing up.

Happy betting!

The author has been a professional sports bettor and trader for seven years. He runs his own sports betting and trading service at: www.arbitrage.ws as well as helping to advise a number of sportsbooks:

– all of which are leaders in the online sports betting and gambling industry.

My Perfect Sportsbook

By Sebastien Veilleux

“How to Choose the Right Sportsbook!”

Today, I am going to share with you some of the attributes my perfect online sportsbook would have. While regular online sportsbooks are a dime a dozen, good sportsbooks are much more rare. I've compiled a list of ten things my ultimate online sportsbook must have to win my business. See what you think.

Item One: Deposit Options

My perfect online sportsbook must have multiple depositing options. Allowing 3rd party deposits from places like NETeller and FirePay is a must.

Item Two: Deposit Amounts

I don't want to be forced to send a huge chunk of cash to some online sportsbooks. I want to be able to deposit just \$20 if I want. Allowing me to decide what's the best deposit amount is a must.

Item Three: Play Amounts

Again, I don't want some online sportsbook dictating to me how much of my own money I need to gamble with. I want to be able to bet with my mood. If I want to wager \$5 on some game, that's my right.

Item Four: Safety

The online sportsbook must be legit. I want to see licensing from a government entity. In this day and age, there's no way I would risk one penny with some outfit that lacked this.

Item Five: Horse Racing action

I love playing the ponies. There are many tracks in the USA and I want my online sportsbook to take action on most of them. Many online sportsbooks fail in this area.

Item Six: Prop Bets

Yes, prop bets are a novelty bet, but I love them. My perfect online sportsbook will have many prop bet options to keep me entertained.

Item Seven: Payout Speed

This should go without saying, but when I click to withdrawal my money, I wanted it yesterday. There's no reason I should have to wait for days on end to get my money—unless I choose a check or something.

Item Eight: Bonus Cash

I won't even bother to play anywhere without bonus cash. Most sportsbooks offer bonus cash, so

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there's no reason to play at one that doesn't. Also, the bonus cash needs to be reasonable to earn.

Item Nine: Easy to use

I want a plain vanilla simple interface. I'm not interested in seeing a ton of graphics and ads pop up on a page when I'm trying to decide who to play.

Item Ten: Customer Service

The online sportsbook needs good customer service people who speak my language and know what's going on. I don't want any attitudes and I don't want to wait days on end for an email reply.

There you have it. That's my list of ten items that my perfect online sportsbook would have. There are others, but these are critical items for me. How about you?

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