

# Using Money %s to Find Value when Betting on the NBA

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by Sports Insights

# Welcome to Sports Insights

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At Sports Insights, we stress a contrarian approach to sports betting. Before the start of every season we examine our public betting trends to highlight the sweet spots for betting against the public.

We recently added a new money percentages feature. This new feature reflects the percentage of total dollars wagered at one of the sharper offshore sportsbooks.

We're the only site on the market to offer money percentages and we'll show you can use it to find value when betting on the NBA.

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Our past research has conclusively proven that betting against the public will produce a positive return on investment, although you may be wondering why this is such a successful strategy. Contrary to popular belief, oddsmakers do not attempt to balance their book by attracting 50% of the action on each side. Instead, they shade their opening lines to capitalize on public perception and allow their sharpest bettors to shape the line throughout the day. In some heavily bet games with one-sided public action, sportsbooks will also adjust their numbers.

It's crucial to understand which side is receiving a majority of the money since books are far more likely to adjust their lines if they have significant liability on one side. By waiting until public money has artificially inflated the line, you can often capitalize on public perception and find additional line value

Most oddsmakers are able to anticipate which games will take one-sided public betting, so they will shade their opening lines to account for the predictable flood of public money. If the liability becomes too great, they will occasionally adjust their number to encourage action on the other side, thereby mitigating some of their risk. That's where you, the contrarian bettor, jumps in.

Sportsbooks aren't looking to perfectly balance their book; however, they will adjust the spread if there's extremely one-sided public betting. That's especially true if it's a heavily bet game (i.e. Spurs vs. Warriors), or if there's not enough buyback from sharp bettors on the other side. By waiting until public money has artificially inflated the line, you can capitalize on public perception and find additional line value.

The table below displays the results from betting against the public using our newly added money percentages.

PUBLIC BETTING	RECORD (ATS)	WIN RATE	UNITS WON	ROI
<50%	200-194	50.8%	-3.62	-0.9%
≤40%	131-114	53.5%	+10.55	+4.3%
≤35%	94-72	56.6%	+17.32	+10.4%
≤30%	61-46	57.0%	+12.15	+11.4%
≤25%	38-19	66.7%	+17.17	+30.1%

It's important to point out that we're dealing with a small sample size, but these early results are very encouraging. Based on the line movement in these games, it's easy to see why there is value.

Our research found there have been 107 games this season in which one team was receiving at least 70% of spread dollars and their opponent was receiving no more than 30% of spread dollars. By comparing the opening line with the closing line at Pinnacle, you can clearly see that public money leads to artificially inflated lines. In these games, the line moved against the money on 16 occasions, moved with the money on 71 occasions and remained unchanged on 20 occasions.

In other words, you could consistently get better numbers by taking teams receiving no more than 30% of spread dollars. As an example, let's examine a recent matchup between the Clippers and Wizards. Los Angeles opened as 4.5-point road favorites at Pinnacle and, according to our public betting trends, received 78% of spread dollars. This one-sided public betting caused the line to move from Clippers -4.5 to -5.5.

You could have gotten a free point based purely on public perception. By consistently gaining that additional line value, you can expect to substantially increase your long-term winning percentage.

Many NBA bettors wait until shortly before tip-off to place their wager, which means it's crucial that you wait as long as possible before betting against the public using our money percentages. As sportsbooks are hammered with public money, they become increasingly likely to adjust their spread to encourage action on their opponent.

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Thanks for reading! Want to get our new money percentages and line charts for every NBA game? [Sign up for a 4-day trial](#) of Sportsbook Insider Pro, and use coupon code **GETMONEY** for \$10 off.