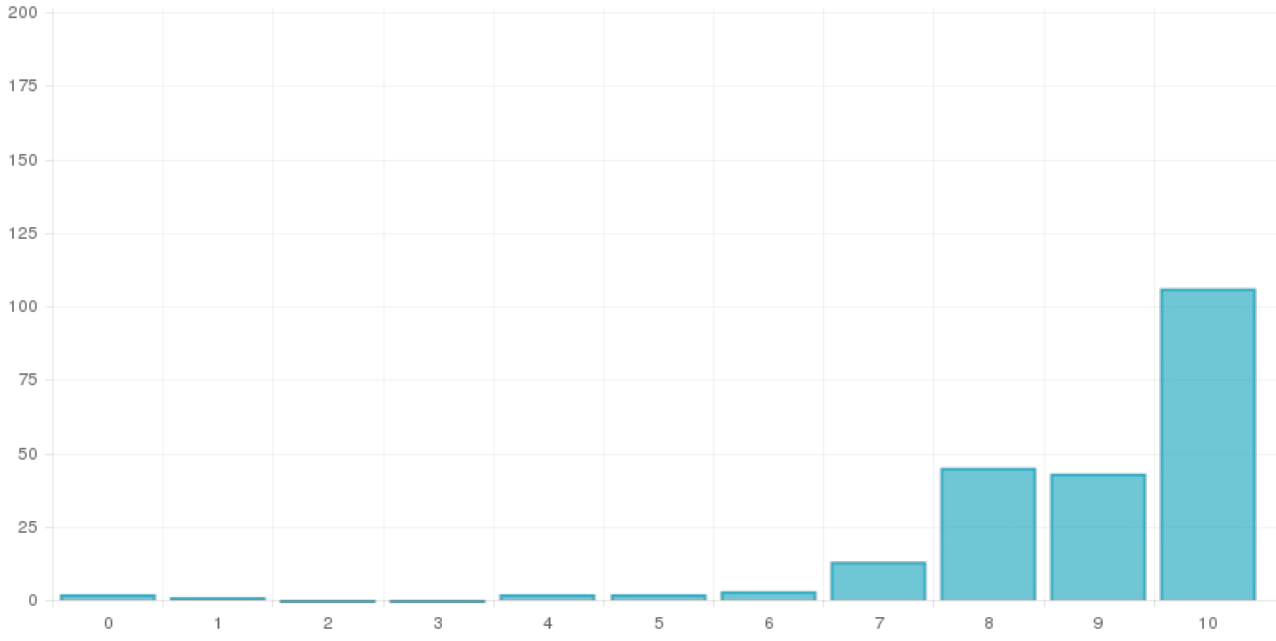


Quick Report

On a scale of 1-10 how satisfied are you with the service in general?

	0	1	2	3	4	5	6	7	8	9	10	Standard Deviation	Responses	Weighted Average
Very Unsatisfied - Very Satisfied	2 (1%)	1 (0%)	0 (0%)	0 (0%)	2 (1%)	2 (1%)	3 (1%)	13 (6%)	45 (21%)	43 (20%)	106 (49%)	31.65	217	8.92 / 10
														8.92 / 10



If unsatisfied with the service please elaborate with a short reason why/how we can improve?
(Leave blank if N/A).

Text Responses

early morning tips are more difficult for me to get on as quickly as I am normally on my way to work. Night time works better.

The odds that are advised are very difficult to get close to in reality as there are only a couple of bookies that normally have those odds and I am banned from using them. Also, even though I try to put them on as quickly as possible the price frequently moves rapidly as soon as the tips are sent out.

So a 10 point profit in a month could actually be much lower or even a loss for me.

Struggle to get best odds

limited accounts

Too many each way bets. Does the place part actually make any money. Also, very hard to get the prices, if one doesn't act immediately.

Restrict the ERA whatsapp chat to relevant racing talk

Happy with selections but the times picks are posted could be better.

Erratic times of delivery of selections could be improved.

You keep picking mules

Only pick winners

I'm not unsatisfied with the service firstly. But I think we can always aim for that little bit extra. For me it's the timings, it's sometimes mornings and sometimes evenings, it doesn't bother me too much but you can miss the stated odds if they are in the morning and we are at work. It's a minor one, if you can't get the odds stated. From question 4 below I would rather selections didn't go out at 8am or 10am, prefer evening before, but you do what you feel is best for the service. I'm good with that.

A big increase in bets advised on the morning of the race rather than the evening before. This is inconvenient for me as I leave for work early before any morning tips are sent. I therefore ignore these bets as it is inconvenient for me to place bets whilst at work.

Would like to see people told not to post irrelevant videos and messages in the group WhatsApp, so that it can be used effectively to discuss the bets or betting related matters.

Would like weekend bets to be later on in the morning or night before.

Just the irregular bet timings especially eve v morning

don't Always be able to take the odds suggested. better if the tips are 9:30, 10 am

The picks seemed to be all over the place in terms when they are sent out. It is very difficult to get the prices advised and would prefer if the choices were sent out, the night before. Not easy to start messing about placing bets at 8am during the week or mid morning when working.

Service has no flaws as I can see.... Sometimes 8am is early rise for catching early prices but I assume that's what time you go to work or is the time the books open and you want get the early price before another tipster shortens it. Either way is understandable and not really a flaw in the service. (Hahaha.... I just scrolled down to Q.4)

Should only tip winners, no point tipping losers like Pudge

Odds advised are all bookie odds and huge difference a lot of the time to Betfair Exchange, Own fault for being limited everywhere but

The cornerstone of the service is fast becoming each way bets on shortish horses which are bets that are becoming almost impossible for me to get now. If others are actually getting these bets then fair enough but the problem is that if the reason for the bet recommendation is that we might win but won't lose much if we don't then that reasoning behind the bet does not apply for those that cannot get these bets and bets for us really requires a different reasoning than that.

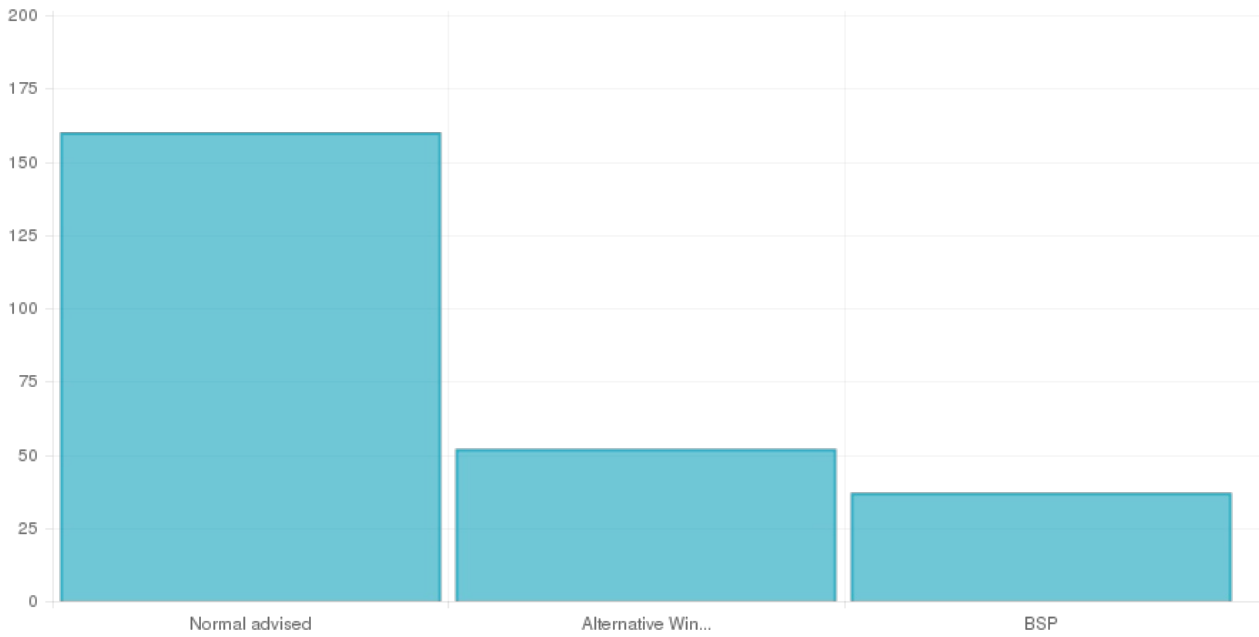
Early days, past performance looks very good, prices do disappear quickly at times.

More snuff videos

To advise on e/w doubles and trebles on the service based on the confidence of the selection.

Which methods of staking do you currently use for ERA? (Tick all appropriate).

	Normal advised	Alternative Win Only	BSP	Responses
All Data	160 (76%)	52 (25%)	37 (18%)	210



What, in theory, out of the two available options would be your preferred time for selections to be sent out?

	8AM	10AM	Standard Deviation	Responses
All Data	129 (59%)	88 (41%)	20.5	217



Given the hypothetical choice would you rather continue to pay the current membership fee with no cap on the amount of members the service has, or would you prefer to pay an increase in membership fee in return for a cap on membership numbers?

	● Low fee and uncapped	● Increase fee and capped	Standard Deviation	Responses
All Data	91 (42%)	126 (58%)	17.5	217



Are there any suggestions for improvements we could make to the service? (All welcome).

Text Responses

More dirty videos

None.

Please quote (add) odds in decimal, including oddschecker settings default if possible. Splitting the tips between 2 messages was a good idea, but 5 minutes is enough of a gap for those of us ready to go.

Vary the time tips are sent out during the week by 5 to 30+ mins and send them mid morning on a weekend.

Great job from your side!

When you send out the daily selections, I would appreciate a comment of the results from yesterdays bets.

Your name to be officially changed to DANDINGO. We will cover the fees.

Bring back pycunt.

Regular abuse of "Ben classic twat head knob jockey" within the group to slibe sent by you to him (proof will be required)

Get your cock out

Love guess who?

Small short explanation on tips for me would be great. not essential but would give s little insight. In that case if a 10am would work better then for me I've no issue with that but it doesn't work for everyone, I work for myself so I'm easy

In a perfect world, an improvement in strike rate and more accurate advised stake. Would not need to be substantial and I would then go for capping membership. However return is good and you have a very good consistency so no complaints.

Would depend on level of increase really!

I just wonder if getting some bets out so early really obtains value over the wkend. Seems we have a tough time over weekend's and maybe holding cards closer for longer might pay. So knowing 8 horses might run later in the day for an each way bet. I think many more members will hurt the service. Cheers Dan.

Apart from picking out more winners. Lol. You're both doing a great job. The service is fantastic as it is so keep up the good work.

Hey Dan. I've put 10am due to bookie restrictions I use Matchbook. Liking the split times this morning.

Ideally we would get the tips the night before, or even earlier on the day such as 7am. I (and many others) start work at 8am and it's difficult to sneak off to put your bets on right at the start of your shift. So for me ideally it would be the night before or 7am.

I am happy with Elite Racing although I am not able to get the odds that are indicated. I have decided that the best way for me to make the most of these selections is to do the win only on BSP and double the suggested stake.

Increase fee and capped would very much depend on the amounts involved (price + members). If you want to be a success and take yourselves seriously then control over the ERA whatsapp group should be a priority - currently members are subject to a lot of "unrelated racing matter".

Continue with an eye on BSP as ultimately it's where the majority will end up. Personally success against BSP is the defining factor as whether I follow a service or not now.

When the picks are posted night before / early morning the bookies are aware of the increased number of bets and monitor the accounts that have placed bets. Increased limits on the day too prices will hold longer. Posting on the day mid/late morning would increase account longevity.

Bets later in the morning when more bookmakers have priced up and it is possible to get on easier. Set time every day

Already said.

As stated cap the membership. Prepared to pay an increase fee for this.

It's getting very difficult to get bets on Bookmakers they are all aware of your success

Any ideas re BSP

Find some winners

Cuddly toy horses for every year of memb

None, great service!!

Too soon in membership for me to comment. Just finding my feet. All great so far thanks.

none,happy

Nope. Brilliant service all round keep doing what you are doing!

Fantastic service as is

I understand some people say 10.00am is difficult because of work commitment and accounts will be closed but I strongly disagree as if bets come out at 10.00am it would be possible to spread the stake easily .

The best accounts like 365 could then be used more sparingly as long as we don't get greedy with our stakes as Black Type High Street bookmakers ,Betfair and BF Sportsbook can come into play better to protect the longevity of the service than blast it out of existence out of taking the easy route!

I have had a variety of jobs and always found a cunning plan as Baldrick would say to place any bets even before smartphones and online bookmakers!

Obviously this is a personal choice but because of the huge restrictions on my betting accounts and lack of BOG, I would like to see a 10am time for selections to be posted. Quite simply, this gives me more options to try and achieve the advised prices.

Nothing, it's a cracking service with some great results, great customer service and a service that actually delivers on what it's says

Nothing, it's a cracking service with some great results, great customer service and a service that actually delivers on what it's says

i mentioned the timings in the mornings, if you cant place the selection at 8am then by the time you do, the odds may have gone...its not always the case to be honest...i like a good healthy strike rate of 30% or above, it keeps my mind mentally good for losing runs. dont like too short priced horses or too long odds either...and to keep losing runs down as much as possible...its horse racing i know, but if possible wud be good. its all good in the main and long may it continue. Advice on staking strategies would be good...many thanks you.

A return to betting advice on the evening before races. I have noticed a big increase in bets advised on the morning of the race rather than the evening before. This is inconvenient for me as I leave for work early (before 8am) and before any morning tips are sent. I therefore ignore these bets as it is inconvenient for me to place bets whilst at work.

As a result of the increase in morning tips I am not intending to renew my subscription.

your service and results in my opinions is the best on the internet, absolutely incredible, only one thing i coul ask for could you please record results to BSP as well? my accounts are getting restricted so will be keen to still see if i can make a solid profit on betfair

Would 9am be an alternative?

8am on Weekdays &

10am or the night before on weekends would personally suit me the best

8am is fine. 10am is a bad time since most people are at work. Evening is better for me. Could they not be in the evening?

Text alerts when addition bets are to be given out

Information on why time of tips are day before, morning of race or later in the day

Could you send out the Alternate Betfair SP stakes as well?

Confirming early evening or earlier the time selections will be sent for the following day.

For a brief while you put your reasoning for the picks under the selections. Not questioning picks in any way shape or form, just enjoyed reading them to be honest, so wondered if that was ever a possibility again.

No, great service!!

Keep up the good work lads!

News letter on bookies to use once restricted.

Some tips on getting on from your experience.

i hope that helps.

none

I think 10am would be better because some bookmakers bog starts from 9am

More midget videos less amputee videos

10 a.m. emails would be great.

I wouldn't mind a bit of info about why you have or haven't selected certain horses.

I'm switching to win only due to restrictions and would welcome the morning issue of bets - doing ew the night before especially on Irish maidens/bumpers leads to a stampede and being flagged to your bookmker lol The odds would likely not change and there would be more prices marked up :)

This is the best tipping service for any sport I have found on the internet. I have observed (second-hand) how other services are basically unusable as the moment the tips are released, the price crashes through the roof. I have never had a service so consistent as ERA and even if I lose all my accounts, it is still profitable to BSP, so maintaining the service's profitability is high priority for me. For the work and profits involved, an increased subscription fee would not be unreasonable, especially if it protects the prices and profitability of continued loyalty. With average odds of around 4/1, we don't rely on huge account killing outsiders and there doesn't appear to be many other services with such a high strike rate at these odds. Do whatever is necessary to protect the profitability of the service.

Could be good to have 6 or 12 month subscription offers (slightly reduced price) as well as the 3 month, potentially.

Having the oddschecker link in the whatsapp broadcasts is incredibly helpful - please keep doing that.

8am weekdays and 10am weekends would be optimum time of tip release to have least trouble with getting higher stakes on limited accounts.

You are excellent! Thank you!

More realistic starting prices

- Start an ERA Syndicate, initial upfront cost followed by a monthly fee to part own a racehorse.

- I know logistically it would be difficult, but an annual ERA day at the races would be fun!

- only back winners - obviously ;-)

I am happy with the present service

Don't think there's much benefit to capping members.. it won't hold the price.. the traders spot tipping lines no matter if its 100 or 1000.... Keep prices down and members will be happy and more likely to gain new customers also for you to be happy. Raise the price could lead to unhappy members leaving when bad runs occur and make new sign ups less likely. Just my opinion.. I'll respect the majority decision as a group.

Later tipping times

Move to 10am. In the 30 minutes before announcing the picks let us know how many points and the (likely) best bookmakers for those of us that have to use retail shops. That would be a really big help.

Not sure e/w way is the best Way to go on some of the short priced selections

Hi Dan and Ben, I've answered low fee and uncapped as I can't see that you capping it now would make a difference to getting the advised prices. If you'd asked the question 6 months ago I might have answered increase fee and capped. Can't imagine you lose too many customers with such a profitable service so I don't think capping would make a difference. Great service anyway just keep doing what you're doing and thank you both.

An annual awards ceremony

When we have 4 or more selections or 4 different races split the email up and send in 2 messages because by the time you get to the last selection the price is gone

Predictable timing for selections mostly.

Would prefer the night before so we get the best odds and everyone has a chance to get the bets at the same time, some get it before the group broadcasting

Members reward scheme of free drinks in the Olton Hollow vicinity

Maybe tip later on so there is more liquid on the BF exchange, a lot of the time there can be £10 -£20 at 10-20% less odds than advised on paddy, betfred etc , Liquid seems to come into the market later on BF Exchange, this would give you a worse ROI as lower prices but more accurate

There's not much you could to improve. As for the previous answer I'd be happy to increase the fee and capped but the thing is if we had a couple of losing months I for one would be out of here. I'm comfortable to my 50 stakes which alot of the times I get restricted but I would have to increase to cover the cost and I don't know how I could get more on. I know some have 200 a point no idea how they get that on. It is gambling after all. With the smaller subs I would persevere alot longer knowing what you done in the past. Hope this helps.

The service is still the best around but I am more often feeling that too many of the recommendations are of the "we might win but wont lose much if we dont" type rather than "this is a bet type"

Cap on members is essential now, increase your price and shut the doors.

Sometimes think it would be nice to have a little write up for each selection. However I realise that this is time consuming and ive been a member for a number of months now and the results have been incredible so I just trust the picks without thinking about it now.

Make the boozier in Northfield the HQ of ERA. Organise a social at the races and buy a horse called Mandingo.

Issue bets at a later time,perhaps,midday,when markets have formed.At present with some of the selections prices never recover.

Fantastic service can't fault it at all.

A bets only whatsapp would be good (like Classic) in addition to the current chatter whatsapp. I have the current one on permanent mute as there is so much traffic on there. I often miss email alerts so a bets only one would be brilliant and keep everyone happy.

More snuff

show us yer cock

Been betting for many years and your service is up there with the best thank you. The one problem I have as i'm sure many others have (or will) is getting the bets on. For me at 10am the markets are much more liquid so much better chance of placing bet or if I knew it was 10am everyday I would be in a bookie at that time. Definitely cap numbers please, happy to pay at least £50 a month.

To advise on e/w doubles and trebles on the service based on the confidence of the selection.

Enjoy / organise an ERA annual race day event for members to get together.

A restricted to BSP only looking for alternatives within Betfair Exchange for staking.

Results in graph form.

No, the service is great and consistently produces great results. I very rarely get the price advised as I am at work when the evening suggestions come through and, as I work late am in bed in the morning. Personally the evening selections are better for me as sometimes I can get them. That said, I still make a decent profit even without the advised price so am very happy.

I feel with the addition of some big stakers from other groups in the past month, prices seem to be going a bit quicker. Personally, I would like to see an increase in fees and a cap on members.

I'd also like to say a huge thanks to you guys for all of your hard work. By far the best gambling service of any kind around!