

ShoresteinSays.com 2019 Expectations & FAQ's

As we approach the 2019 NFL season, I thought I would revisit some concepts that I've written about for the past several years. I also want to outline some of my overall strategies and format for new subscribers who haven't been accustomed to my newsletters. So let's dive right in to some questions that you may have on your mind:

1) What is the "Money-Zone"?

Since 2015, I have used a universal calculation to apply to all NFL games to independently calculate what the spread should be in any given matchup. I then compare my calculation to the actual spread that is decided on by the sports books. When the variance between my calculation and the actual spread is above 2 points and lower than 6, I consider this the betting "Money-Zone". Games that have fallen in this variance level are **272-217 (55.62%)**.

2) Why Don't You Make Bets on Games with the Highest Variance?

This is understandably, the most frequently asked question by my subscriber base. The answer is complicated, but to simplify: There is typically a significant reason why my calculated spread is materially different than the actual spread. My calculations are statistically objective so they don't account for QB injuries, weather, or underperformance of a talented roster. I chose a variance level between 2-6 points, because I believe that anything under 2 points is essentially a coin flip and too close to call. On the other hand, if the variance is higher than 6, I believe that the sports books know something that my formula is not accounting for, and therefore I typically avoid those games as well.

Here's an example from Week 5 of last Season:

2018 Week 5					
Away	Home	Calculated Spread	Actual Spread	Calculated vs Actual	Projected Winner Against Spread
Washington	New Orleans	4.43	(6.50)	10.93	Washington
Miami	Cincinnati	5.03	(5.50)	10.53	Miami
Denver	NY Jets	(9.89)	(1.00)	8.89	NY Jets
Baltimore	Cleveland	10.27	3.00	7.27	Baltimore
Atlanta	Pittsburgh	0.97	(4.00)	4.97	Atlanta
LA Rams	Seattle	2.24	7.00	4.76	Seattle
Jacksonville	Kansas City	(7.57)	(3.00)	4.57	Kansas City
Oakland	LA Chargers	(9.97)	(6.50)	3.47	LA Chargers
NY Giants	Carolina	(3.28)	(6.50)	3.22	NY Giants
Green Bay	Detroit	(1.67)	1.00	2.67	Detroit
Indianapolis	New England	(7.42)	(10.00)	2.58	Indianapolis
Minnesota	Philadelphia	(1.25)	(3.00)	1.75	Minnesota
Arizona	San Francisco	(5.98)	(4.50)	1.48	San Francisco
Dallas	Houston	(1.82)	(3.00)	1.18	Dallas
Tennessee	Buffalo	3.53	3.00	0.53	Tennessee

As you can see, Washington was wildly inflated by their first few wins to start the year and New Orleans laid a few eggs in September. My calculation was calling for the Redskins to be favored by 4+ points at New Orleans, which we all know was clearly way off as New Orleans was in my opinion the most balanced team in the NFL. This was an easy game to avoid as Washington went on to lose the Monday Night game by 40+ points if my memory serves me correctly.

The Money Zone games highlighted in green went 5-2 against the spread that week, which is the type of week we all would take 100% of the time....

3) Do you recommend playing the "Money Zone" or your "Shorestein Says – Picks of the Week"?

Again, this is another commonly asked question. Personally, I recommend making a small investment in every Money Zone game, every week. This takes a lot of discipline, but I firmly believe that this is the best way to increase your return on your investment. **Think of the "Money Zone" as your 401k of football.** Each week you allocate a small % of bankroll into these games, and you compound your earnings over time.

However, I know that some people prefer to select a limited number of games each week to target. For this reason, I select 3-5 games of my personal plays each week to really dissect and analyze. Last year, these picks exceeded 61%, while other years I've hovered 50% with personal plays. **Think of the "Shorestein Says" picks of the week as buying individual stocks.** The risk is higher with the smaller sample size, but there is likely a higher ceiling.

4) Do you expect the "Money Zone" to win every year?

I'd be lying if I said the Money Zone is guaranteed to make you money every year, so I will not make any guarantees ever.... However, since 2015, the Money Zone has delivered profitability each season with a very similar sample of games in each season:

Performance of the "Money Zone" All-Time			
Year	Wins	Losses	Winning Percentage
2015	72.00	62.00	53.73%
2016	70.00	56.00	55.56%
2017	65.00	48.00	57.52%
2018	65.00	51.00	56.03%
All Time	272.00	217.00	55.62%

The main statistical component to the formula, is passer rating differential. Throughout the year, I constantly measure the correlation between ATS success and passer rating differential performance to ensure that my formula is maintaining its advantage over time. I see substantial to moderate correlations between these categories with regularity. As the NFL continues to revolve around the passing game, I think it is no shock that my formula continues to succeed.

Let the Countdown Begin!



All picks and information are for entertainment purposes only. Therefore, we are not liable nor responsible for any bets that you make. If you wish to opt out of this email, please notify me directly. You are hereby notified that any dissemination, distribution, or copying of this communication is strictly prohibited. We are not affiliated with the NFL in anyway and we are not a gambling site. Thank you!

[Follow us on Twitter](#)

[@n_Shorestein](#)

