

Finally ... someone has put it all together.

9 1/2 Phillips Rating...the highest ever awarded.

HO HUM... MORE ALL-WAYS INNOVATIONS

IN THE BEGINNING

When Phillips Racing News awarded ALL-Ways a 9 1/2 rating and called ALL-Ways "absolutely the best free handicapping tool on the market", here is what they saw as they extensively tested the software by handicapping tracks across the country. They saw 71 comprehensive handicapping factors (now 87) covering each horse's suitability to the distance and surface, current form, class level and ability to handle the probable pace and speed demands of the race. They saw handicapping factors that were not in the hands of the public. They saw the work of experts in the industry incorporated, for the first time, all in one place such as the work of Tom Brohamer based on the Sartin Methodology, Tom Hambleton, William Scott and William Quirin. They saw software that automatically adjusted its handicapping for each race to be both race type and race track specific. They saw software that let users design their own handicapping profiles so they could, if they so wished, take some control over the software and not just use it as a "black box". Finally, they saw software designed by handicappers ... for handicappers and not for computer gurus. The initial release of ALL-Ways was filled with innovations. And, we have released major upgrades just about every year with innovation after innovation after innovation. Here are some of the most important.

RACE PACE SHAPES AND CUSTOM CARD™

ALL-Ways introduced the concept of Race Pace Shapes to the industry (see ALL-Ways Newsletter #3 on www.frandsen.com). This now widely acclaimed method of automatically assessing the pace dynamics within a race has proven to be one of the most powerful yet easy-to-use handicapping concepts ever introduced. Then there is the ALL-Ways Custom Card capability that lets you define the kinds of races you want to play and have Custom Card search all race cards being run at all tracks in North America and construct a custom race card made up of just the races you like to play at just the tracks you like to play. You can even specify how much pace pressure you want in the races such as races with lone front runners and/or races with a lot of early pace pressure that may set up for high priced closers. This is ideal for on-line/account wagering.

HANDICAPPING AND STRUCTURING EXOTIC WAGERS

We introduced an advanced computer handicapping approach that not only finds the most likely win horses, but the most likely place, show and 4th place horses as well. Another innovation in this area is a feature that lets ALL-Ways users automatically create custom handicapping profiles that look specifically for long shots. We introduced Multiple Profile Handicapping that lets you use three different handicapping profiles to simultaneously handicap

from three different perspectives ... a Consensus Pick capability. We introduced the capability to handicap first time starters in an odds-line that is integrated with the other horses. And, we introduced the Dangerous Non-Contender feature that looks at all apparent non-contenders to see if one may "wake up" today and score at a big price. We introduced the powerful Key Horse Candidate feature that finds good Key Horses for holding down the cost of your Exotic Wagers. All of these innovations gave ALL-ways an unprecedented capability to help you handicap for and structure your Exotic Wagers.

UNLEASHING THE POWER OF THE ALL-WAYS DATABASES

ALL-Ways automatically builds a database of races and results. By simply clicking a button in the Analysis Module, you can print an Impact Value Analysis showing you the power and profitability of all 87 key handicapping factors for each kind of race run at the track. You can test the effectiveness of every handicapping profile against the kinds of races each profile is intended to handicap. You will see how well profile selections fare in terms of picking win, place, show and 4th place horses as well as flat bet profitability and the best way to structure Exacta, Trifecta, Double and Pick 3 wagers. You can print a Track Payoff Analysis showing the average win, Exacta and Trifecta pay-offs for every kind of race run at the track. You can run the "What if?" Wagering Analysis to see how well you would have done betting at different minimum odds, at different percentage overlays and 2-horse win betting. For those so inclined, you can also export the ALL-Ways database into popular spreadsheet and database programs.

STILL MORE RECENT INNOVATIONS

ALL-Ways Version 10 includes an extensive Gap Analysis capability that shows you the win and in-the-money percentages and the flat bet profitability of horses based on the size of their advantage ("Gap") for each handicapping factor. Version 10 also includes the ability for you to create your own handicapping angles, called Custom Search Definitions, which ALL-Ways uses in each race to search for horses that qualify for your angle(s). You can also test the effectiveness of your angles against your ALL-Ways database of races. All of this comes to a wonderful conclusion on what is perhaps the most powerful handicapping report in racing, the ALL-Ways Search Report. This single report shows you horses with profitable Gap advantages, Key Horse Candidates, the Best Early and the Best Late running horses, horses that qualify for your personal angles, the selections of three different handicapping profiles including the ALL-Ways odds-line vs Morning Line Odds and extensive track bias information.

