

Whether you're a seasoned sharp or a casual bettor, understanding the costs behind your bets is crucial. One common term thrown around in sports betting circles is **reduced juice**, sometimes called "-105 lines" or "vig savings." But what does it really mean to get reduced juice, and when is it worth chasing?



In this post, we'll break down the math behind the *juice* (also called the *vig*), walk through examples comparing traditional pricing like **-110** to reduced juice options, explain the impact of the sportsbook loyalty tax, and offer practical tips on line shopping and using sportsbook tools such as push notifications and same-game parlay offers.

What Is Juice (Vig) in Sports Betting?

When you place a standard point spread or totals bet, the odds often look like this:

Price	What It Means	Risk	Win
-110	Risk \$110 to win \$100	\$110	\$100

This "juice" or "vig" is how sportsbooks make their profit, taking a built-in cut from your bet regardless of the event's outcome. In this example, if a true 50/50 option were priced at -100 (risk \$100 to win \$100), charging -110 means you're paying an extra \$10 for every \$100 you want to win—a roughly 4.76% commission.

Mathematically, this price compresses the potential payout so the sportsbook profits over time regardless of which side wins, a concept called the *overround* or *book margin*. For recreational bettors, accepting the -110 - or worse - lines can amount to **paying more than necessary** in the long run.

What Does Reduced Juice Mean?

Reduced juice means lowering the sportsbook's take (vig) on a bet. Instead of -110, a reduced juice sportsbook or a reduced juice line might offer prices at **-105** on both sides:

Price	Risk	Win	Implied Commission
-110	\$110	\$100	4.76%
-105	\$105	\$100	2.38%

The lower vig means you reduce the cost of taking margin bets. For example, reducing the juice from -110 to -105 nearly halves the sportsbook's commission, increasing your expected value over time assuming the picks are the same.

Why Juice and Price Matter as Much as the Pick

One of the biggest mistakes recreational bettors make is to focus solely on “liking” a team or a play, without considering the price being offered. I always ask: “*At what price?*” The difference between -110 and -105 may seem minor but over time, it can significantly influence your bankroll performance.

Say you have a solid team pick you believe has a 55% chance to win. Simply by finding reduced juice lines you improve your expected return thanks to paying less juice. The math behind this can make or break your long-term profitability.

Example: Expected Value of a \$100 Bet at -110 vs. -105

- **Probability of winning:** 55%
- **Probability of losing:** 45%
- **Bet size:** \$110 to win \$100 at -110; \$105 to win \$100 at -105

Price Risk Win Expected Value (EV) -110 \$110 \$100 $(0.55 \times 100) - (0.45 \times 110) = 55 - 49.5 = +\5.5 -105 \$105 \$100 $(0.55 \times 100) - (0.45 \times 105) = 55 - 47.25 = +\7.75

This simple example shows a notable increase in expected value—about 40% higher when betting reduced juice lines. That difference matters significantly as you scale your betting.

The Social Cost of the Sportsbook Loyalty Tax

Sportsbooks love loyal customers but not always in a good way. The so-called **sportsbook loyalty tax** refers to bettors sticking to one book and accepting whatever lousy pricing they offer. Without line shopping, recreational bettors end up paying significantly more in juice than they might otherwise.

Remember “self-inflicted wounds” — that running note I keep to remember the bad prices people accept. Paying -110 or higher on main markets when -105 reduced juice is available is one of the classic examples. Over many bets, this tax seriously puts a dent in your bankroll.

How To Avoid the Loyalty Tax

1. **Create accounts with multiple sportsbooks:** Having access to several books allows you to hunt the best prices.
2. **Use sportsbook apps with push notifications:** These alerts can notify you the moment a line moves to a better price or a reduced juice promo goes live.
3. **Don’t settle:** If you like a team but can get a better number or reduced juice elsewhere, place your bet there.

Line Shopping Basics

Line shopping means looking across multiple sportsbooks to find the best price for your selected bet. It’s a key habit that can save you juice and improve your long-term profits. Here’s a quick checklist to build a winning line shopping routine:

- **Check multiple books:** Use odds comparison websites or open apps from many sportsbooks to compare lines immediately before betting.
- **Look for reduced juice offerings:** Some sportsbooks market themselves as “reduced juice sportsbooks.” They might offer -105 lines all day or special promotions with reduced vig.

- **Use push notifications:** Enable alerts for your favorite markets so you get notified of favorable line moves or same-game parlay boosts.
- **Don't chase the best number obsessively:** Getting -107 instead of -105 may be less impactful compared to considering if the pick is solid.

Same-Game Parlay Offers and Reduced Juice

Many sportsbooks now feature **same-game parlay offers** with boosted or reduced juice pricing to attract bettors. While these can be enticing, you need to analyze the juice built into these combos carefully.

Because sportsbook margins multiply across combined selections, the vig on parlays can be much higher unless odds boosts or reduced juice promos reduce the overall price. Using apps with push notifications can alert you to these temporary juice reductions or boosted payouts, giving you an edge.

Remember, sometimes grabbing a reduced juice same-game parlay offer is worthwhile if you were going to combine those legs anyway. Other times, placing separate bets sportsgamblingpodcast.com with better reduced juice prices per leg may be superior.

When Is Reduced Juice Worth It?

Reduced juice is worth seeking out when:

- You have confidence in your pick and want to maximize expected value over time.
- You're placing high volume or high stakes bets where small differences in vig add up.
- You're wagering on close lines (e.g., spreads or totals) where juice has a bigger impact.
- You want to avoid the sportsbook loyalty tax and practice disciplined line shopping.
- You spot a reduced juice promotion or -105 line on a sportsbook app with real-time notifications.

That said, sometimes the convenience of a familiar sportsbook or bonuses may offset paying a little extra vig. But if you're serious about longevity in betting, reducing juice is one of the lowest-risk, highest-value strategies to gain over the long run.

Summary: Key Takeaways on Reduced Juice and Vig Savings

- **Juice (vig) is the sportsbook's built-in profit margin**—standard point spread odds at -110 mean risking \$110 to win \$100.
- **Reduced juice betting lowers that margin**, commonly to -105 lines, dramatically cutting your sportsbook loyalty tax.
- **Price matters as much as picking the team.** A better price on the same pick improves expected value and long-term profitability.
- **Line shopping across multiple sportsbooks** using app push notifications and other tools is the best way to find reduced juice lines.
- **Same-game parlay offers** sometimes offer reduced juice or boosts that can help reduce vig on multi-leg bets.
- **Don't pay bad prices!** I'm always tracking "self-inflicted wounds" where bettors accept poor juice that chips away at their bankroll.

Adopting a habit of hunting for reduced juice sportsbooks, particularly -105 lines, is a straightforward way to improve your betting success without changing your picks. It's a subtle difference that looks small but pays off big over the course of hundreds of bets.

Next time you place a bet, just ask yourself: *at what price?* If you can get reduced juice, take it.

