As we dive into the NFL season, the buzz is palpable. Podcasts are lighting up, betting apps are buzzing with new lines, and enthusiasts flock to sites like WalterFootball and the Bookmakers Review (BMR) betting site guide to scoop up insights. But beneath all the excitement and noise lies a critical question that often gets overlooked:

Why Do Small Differences Like +155 vs +135 on the Moneyline Matter?

Novices might brush off a few points difference in the odds as negligible, but trust me, after 12 years of tracking betting lines, those odds movements can mean the difference between a smart play and a costly mistake. Let's break down why.

Understanding the Moneyline

The moneyline is the simplest way to bet: you're picking a winner outright. However, the odds reflect not just the probability but also the sportsbook's margin or "hold". When you see +155 vs +135, the numbers indicate the amount you can win relative to your bet. For example:

- **+155** means you win $155 on a $100 wager.
- **+135** means you win $135 on the same $100.

At first glance, +155 might seem like a better deal—you get more return for the same risk. But it exposes more complex dynamics once you factor in implied probabilities and sportsbook hold.

Odds Conversion and Implied Probability

When you "convert" moneyline odds to implied probability, the story becomes clearer. Here's the math:

Moneyline Implied Probability +155 100 / (155 + 100) = 39.22% +135 100 / (135 + 100) = 42.55%

This means a +155 moneyline implies the underdog has about a 39.22% chance to win, while +135 suggests a 42.55% chance. The 3.33% difference in implied probability can add up when repeated over many bets.

Betting Apps and Price Shopping: The Smart Bettor's Approach

The key to success is *moneyline shopping*. Don't click "bet" on the first offer. I always compare at least two sportsbooks—a habit I developed after losing a small fortune to numbers I falsely remembered from an old notebook. Tools like the BMR betting site guide can help identify sharp sportsbooks that consistently offer the best odds.

For example, if Bookmakers Review shows a moneyline of +155 on one app and +135 on another, you don't want to settle for +135 just because it "moved" to that line. Odds movement often reflects sportsbook adjustments to balance books or public sentiment, not necessarily a change in team strength.

August Hype: Noisy and Misleading

The period leading up to the NFL kickoff is infamous for hype overload. Around this time, podcasts thrash about "sleepers"—teams everyone seems to be talking about. Yet, those "sleepers" get priced in quickly.

Bookmakers adjust lines faster than you think. Watching a night on WalterFootball, you'll see the same "sleeper" names come up repeatedly, arguably diluting value. The ballyhooed teams move from +155 to +135 and then sharp bettors lose edge trying to chase it.

Price Matters More Than Picking Right

Here's a secret many bettors don't want to admit: being right about the team is less profitable than getting the price right.

Let's say you've identified a sleeper with a moneyline of +155. If that line moves quickly to +135 due to the hype, the expected value drops. Even if the team wins, you're winning less relative to your risk. Remember:

- **Odds that look attractive early can erode fast**, especially for popular picks.
- **Chasing worse lines because of recent news or social media buzz often decreases long-term profits.**

Case Study: Spread Moving from -2.5 to -5

Remember those early-season line moves where a favorite shifted from -2.5 to -5? This isn't just random — it illustrates sportsbook response to incoming bets and public perception. Just like moneyline shifts, the early spread reflects the sharpest estimation of a game's outcome.

When a spread widens from -2.5 to -5:

1. The sportsbook is anticipating a louder consensus on the favorite.
2. Sharp bettors may have driven the price to that new line.
3. Being on the wrong side early can cost you if you don't react wisely.

Just like with moneylines of +155 vs +135, understanding why the spread moves helps you avoid hobby bets that have no edge.

Early-Season Overreaction and Recency Bias

Be wary of the early-season trap: one big win or loss suddenly spells the team's fate for the next month—or worse, the entire season. Podcasts, social media, and even experts sometimes feed into this, pushing narrative-driven moves rather than statistical ones.

Sportsbooks exploit this behavior, subtly adjusting odds to encourage bets on public favorites, often at worse prices.

What's a Smart Bettor To Do?

- **Ignore the noise.** August hype is just that—noise.
- **Use tools like the BMR betting site guide** to find the best odds and reputable sportsbooks.
- **Practice moneyline shopping.** Even small price differences (+155 vs +135) matter hugely over the season.
- **Look past "sleepers."** They get priced in fast; don't fall for sportsbook loyalty or chase bad numbers.
- **Check at least two books before clicking "bet."** The difference in odds equals long-term profits.

Conclusion

The difference between +155 and +135 on a moneyline is not trivia—it's a fundamental edge. Line moves reflect the sophisticated balancing act between public perception, sportsbook hold, and sharp money. A small price difference might seem insignificant, but over hundreds of bets, this is what separates winning bettors from losing ones.

So next time you fire up your betting app or listen to a podcast hyping a "sleeper," remember to do your homework. Shop overreaction week 1 the line, understand the odds, and don't get swayed by early-season overreactions. Your bankroll will thank you.

For further guidance and tools, visit Bookmakers Review and check out WalterFootball. These resources are invaluable for anyone serious about consistent NFL betting success.