

Prop bets add twist to Super Bowl

By Case Keefer, Las Vegas Sun

The thing that makes the Super Bowl so entertaining for sports bettors is also what makes it so profitable for sports books.

Gamblers love proposition wagers because they provide hundreds, if not thousands, of different ways to bet on the biggest game of the year. Bookmakers love proposition wagers because many of them have a high hold percentage to increase the house's advantage.

That's not to say it's a hopeless endeavor to try to profit on the props. You just have to know where to look.

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