4. Factors Impacting ROI:

- **Betting Volume**: High-volume bettors may have a lower ROI but make up for it with sheer scale. Conversely, low-volume bettors may have a higher ROI but fewer overall bets.

- **Sports/Markets Chosen**: ROI can be better in niche or lesser-known sports with less efficient markets, whereas popular sports like NFL or NBA have very efficient betting lines, making it harder to find an edge.

- **Betting Strategy**: Professional bettors who use sharp betting strategies, like value betting, line shopping, or betting with contrarian approaches, will often see better ROI than those who just bet based on intuition or emotion.

- **Bankroll Management**: Proper bankroll management and avoiding "chasing losses" is key for maintaining a positive ROI.

5. Challenges:

- **Bookmaker Limits**: As bettors become more successful, bookmakers may limit the size of their bets, which can reduce the overall ROI.

- **Edge Diminishment**: The more a bettor wins, the more difficult it becomes to maintain an edge. This is because betting markets adjust based on new information, and lines become sharper.

In summary, a **2%–5% ROI** is typically the target for a professional sports bettor, and even this requires skill, discipline, and a long-term perspective. It's important to note that sports betting is inherently risky, and short-term losses can occur even for skilled bettors. A positive ROI over a large sample of bets is generally what separates a professional from a casual bettor.

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