A puzzle about Roulette

Roulette seems like a fool's game. But here's a possible strategy for playing it:

- 1. Begin by betting a dollar on red.
- 2. If you win, take your winnings and go home.
- 3. If you lose, place two one-dollar bets in a row on red.
- 4. Whatever happens on those two rolls, go home (either with your winnings to date, or cutting your losses)

Question: Is this a winning strategy? Specifically, what is the probability that you will leave the Roulette wheel with more money than you began with, and is this probability more or less than 1/2? (Recall that in Roulette, the probability of winning on a single roll by betting on red is 18/38)