



How our CEO *Elliott Caldwell* Turned a \$1,000,000 Tax Bill Into \$200,000 by Investing in Airbnbs

Most people think taxes are just a part of success.

Make more money, write a bigger check.

That is how most business owners live.

But the truth is, high earners do not just need to make more money.

They need to learn how to keep more of it.

In 2025, our CEO, Elliott Caldwell, made **\$2.85 million in income**.

If he had done what most business owners do, which is wait until tax season, hand everything to a CPA, and hope for the best, he likely would have owed **around \$1,000,000 in taxes**.

Instead, through intentional planning and strategic investing in Airbnb real estate, that estimated tax bill dropped to roughly **\$200,000**.

That is an **\$800,000 difference**.

And this is exactly why tax strategy is not a luxury for high-income entrepreneurs.

It is a requirement.

Let's break down how it works.



Strategy, Not *Luck*

The first thing to understand is that this was not luck.

This was not a loophole.

And this was not a one-dimensional strategy based on buying random properties and hoping depreciation would bail him out.

This was the result of combining active income, short-term rental investing, and advanced tax planning wisdom into one coordinated strategy.

Here is what Elliott did:

He built and invested in a portfolio of Airbnb properties across multiple states. Those properties were not just bought to produce income.

They were bought because they create a unique combination of cash flow, appreciation, forced value growth, and tax advantages.

In this case, the Airbnb portfolio produced the following depreciation:

Airbnb 1 in North Carolina created **\$187,984** in depreciation.

Airbnb 2 in North Carolina created another **\$187,984**.

Airbnb 3 in Tennessee created **\$201,442**.

Airbnb 4 in Arizona created **\$282,500**.

Airbnb 5 in Arizona created **\$342,423**.

Airbnb 6 in Florida created **\$267,577**.

Airbnb 7 in New Hampshire created **\$400,000**.

And Airbnb 8 in Texas created **\$200,000** in depreciation.

That brought total depreciation to \$2,069,910...



Depreciation Changes *Everything*

That number **(\$2,069,910)** is massive because depreciation is one of the most powerful tools in real estate.

It allows you to reduce taxable income based on the wear and tear of a property, even though in many cases the property is actually going up in value.

Read that again.

On paper, the IRS sees depreciation.
In reality, the investor often sees appreciation.

That is one of the reasons real estate is one of the greatest wealth-building vehicles in America.

So while Elliott earned **\$2.85 million**, the depreciation from these properties significantly reduced the amount of income exposed to taxes.

And that is where the game changes.

Because now, instead of being taxed on the full \$2.85 million, his taxable income is dramatically reduced through legal, strategic real estate deductions.

But this is where a lot of people get it wrong...



Where Wealth *Actually* Gets Built

They hear a story like this and think this is only about depreciation.
It is not.

This is not just a depreciation play.
This is a **complete wealth strategy**.

Yes, depreciation reduced the tax burden.
But the same assets that helped lower taxes are also producing multiple other forms of financial upside at the exact same time.

First, there is **natural appreciation**.

On average, real estate tends to appreciate around **4% per year** over time.
That means while these properties are helping reduce taxable income today,
they are also quietly increasing in value year after year.

So you are not just saving money on taxes.

You are building equity.



The Power of Forced Appreciation

Second, there is **forced appreciation**.

This is one of the most overlooked advantages in Airbnb investing.

Unlike a passive stock portfolio where you are mostly waiting on the market, a short-term rental owner can actively increase the value of the asset through better design, better amenities, better operations, and better guest experience.

When you improve the property, improve the revenue, improve the brand, and improve the overall performance, you are not just making more cash flow. You are creating value.

On average, Elliott's strategy targets around **20% forced appreciation**.

That means the value is not just growing because of the market. It is growing because of smart execution.



Income That Works for You

Third, there is **cash flow**.

These are not dead assets sitting on a balance sheet.

On average, these Airbnb properties produce around **\$5,000 per month in cash flow per property**.

That is real money.

That is monthly income.

That is money that can be reinvested, used to acquire more assets, support lifestyle, or provide a cushion for future opportunities.

Across a portfolio, that becomes incredibly meaningful.

Fourth, there is **cash-on-cash return**.

These properties are averaging around **8% to 12% net cash-on-cash return after ALL expenses..**

That means the cash invested into these deals is not just parked.

It is working.

It is producing a strong annual return while also delivering tax benefits and long-term appreciation.



The Bigger Picture

Now step back and look at the *full picture...*

Most people think of taxes in isolation.
They think the goal is simply to pay less.

But the real goal is not just to reduce taxes.
The real goal is to move money out of tax-heavy buckets and into productive assets that create more wealth.

That is exactly what happened here.
Instead of sending *roughly \$1,000,000* out the door, Elliott used a large portion of his capital and strategy to buy assets that:

- lowered his taxable income
- produced cash flow
- appreciated naturally
- created forced value
- expanded his long-term net worth

That is a completely different way of thinking.
It is the difference between reacting to taxes and architecting wealth.

And this is why real estate, especially short-term rental real estate, can be such a powerful vehicle for entrepreneurs and business owners.



Turning Income Into *Wealth*

Business owners often have one **major problem**.
They generate great income, but they are exposed to **heavy taxation**.

Airbnbs can create a solution because they allow high earners to pair strong income from business with strategic deductions from real estate, while still owning assets that can perform on multiple levels.

So instead of making money in one world and losing it in another, the two begin to work **together**.

Your business income creates capital.
Your real estate strategy protects it, multiplies it, and compounds it.

That is the **power** here.
And there is another important point.

This kind of result does not happen by **accident**.
It happens when you stop treating tax planning like a once-a-year event and start treating it like a year-round strategy.

The average person asks in March, "What do I owe?"

The wealthy ask all year, "What moves should I make now so I owe less later while building more wealth in the process?"

That is a **completely different mindset**.



The System Behind the Strategy

Elliott did not just buy Airbnbs to get a **deduction**.

He bought high-performing assets in strategic markets like North Carolina, Tennessee, Arizona, Florida, New Hampshire, and Texas.

He used those assets not only as income generators, but as part of a larger financial system.

A system built around:

- cash flow
- tax reduction
- equity growth
- portfolio expansion
- long-term wealth creation

So when people hear that his tax bill went from roughly **\$1,000,000 down to about \$200,000**, they should not think, **"How did he get away with that?"**

They should think, **"He understood the game."**

Because the tax code was written to reward investment.

It was written to reward business ownership.

It was written to reward people who create housing, improve property, stimulate local economies, and take entrepreneurial risk.

And Airbnb investing, when done correctly, sits right in the middle of that opportunity.



The Real Takeaway

So the lesson here is simple...

Do not just *make* money.

Build a strategy around keeping it.

Do not just *chase* income.

Acquire assets.

Do not just think about this year's tax bill.

Think about what kind of portfolio can reduce taxes, increase income, and build wealth for the next decade.

That is what Elliott Caldwell did.

He took a potential **\$1,000,000 tax problem** and turned it into a **\$200,000 tax outcome** by using Airbnb investing as a sophisticated financial planning tool.

Not just for deductions.

Not just for cash flow.

But for the **full picture.**

More income.

More equity.

More appreciation.

More control.

More wealth.

That is the **power of strategic Airbnb investing.**

And that is what happens when tax planning stops being **reactive** and starts becoming **intentional.**