

Stop Managing Properties—Start Managing Wealth: Reed Haimson, Founder and President of Passive Realty Group

A Smarter Approach to Real Estate Investing with Reed Haimson, Founder and President of Passive Realty Group



Nashville, Tennessee May 5, 2026 ([IssueWire.com](https://www.IssueWire.com)) - In today's evolving real estate landscape, investors are beginning to question a long-standing assumption: Does owning and managing property directly still represent the smartest path to building wealth? According to [Reed Haimson](#), Founder and President of Passive Realty Group, the answer is increasingly no.

Haimson, a CERTIFIED FINANCIAL PLANNER® and seasoned real estate specialist, is leading a growing movement that encourages investors to shift their focus from active property management to strategic wealth management. His message is clear. Real estate should work for the investor, not the other way around.

“Too many investors are stuck in a cycle of managing tenants, dealing with maintenance, and navigating market fluctuations without a clear long-term strategy,” said Haimson. “The real opportunity lies in stepping back and approaching real estate as a wealth-building tool, not just an operational burden.”

Rethinking the Traditional Model

For decades, real estate investing has been associated with hands-on ownership. Landlords manage properties, oversee repairs, collect rent, and handle the day-to-day challenges that come with direct ownership. While this approach can generate income, it often comes at the cost of time, flexibility, and scalability.

Haimson believes that this traditional model is outdated for many modern investors.

Instead of focusing on individual properties, he advocates for a portfolio-based approach that prioritizes tax efficiency, diversification, and long-term growth. This shift allows investors to move beyond the limitations of direct ownership and tap into institutional-grade real estate opportunities.

“Managing properties is a job,” Haimson explained. “Managing wealth is a strategy. The distinction is critical if you want to scale and protect what you've built.”

Unlocking Tax-Advantaged Strategies

One of the key pillars of Haimson's approach is the use of tax-advantaged investment structures. With securities licenses dating back to 2008, including Series 7, 22, 63, 66, and 82, he brings a deep understanding of both financial planning and real estate strategy.

He has established himself as a trusted authority in 1031 and 721 exchanges, as well as Delaware Statutory Trust investments. These tools allow investors to defer capital gains taxes, reallocate assets, and maintain exposure to real estate without the burdens of active management.

Through 1031 exchanges, investors can sell appreciated property and reinvest the proceeds into like-kind assets while deferring taxes. The 721 exchange offers an additional layer of flexibility by allowing investors to transition into institutional real estate portfolios.

Delaware Statutory Trusts, commonly referred to as DSTs, provide access to professionally managed properties across various sectors, including multifamily, industrial, and healthcare real estate. These structures enable investors to participate in large-scale projects while maintaining passive ownership.

“Tax strategy is not an afterthought. It is a foundational component of wealth building,” Haimson said. “When used correctly, these tools can significantly enhance returns and preserve capital over time.”

Experience That Drives Confidence

Haimson’s insights are grounded in extensive experience. Over the course of his career, he has participated in more than 14 billion dollars in real estate transactions, working with clients across more than 35 states.

As a multi-year top producer at Quincy Wells Capital, he has built a reputation for delivering results and providing clients with access to a broad network of DST providers nationwide. This network allows him to identify opportunities that align with each investor’s goals, risk tolerance, and time horizon.

Beyond advising clients, Haimson is also an active investor. He currently holds ownership in 14 real estate projects, giving him firsthand experience with the strategies he recommends.

This dual perspective, both as an advisor and an investor, enables him to guide clients with a level of credibility that extends beyond theory.

“I do not just talk about these strategies,” he said. “I invest in them myself. That alignment matters when you are helping clients make significant financial decisions.”

A National Reach with a Personalized Approach

Although originally from Colorado, Haimson is now based in Tennessee, where he lives with his wife and two young children. His business development efforts are primarily focused on the Southern United States, but his client base spans the country.

Through Passive Realty Group, he provides tailored guidance to investors at various stages of their journey, from those looking to exit active property management to those seeking to diversify existing portfolios.

Despite his national reach, Haimson emphasizes a personalized approach. Each client engagement begins with a comprehensive understanding of financial goals, lifestyle preferences, and long-term objectives.

“There is no one-size-fits-all solution in real estate investing,” he said. “The right strategy depends on where you are today and where you want to go.”

Building Wealth Without Burnout

One of the most compelling aspects of Haimson’s philosophy is its focus on sustainability. Many investors enter the real estate market with the goal of achieving financial freedom, only to find themselves overwhelmed by the demands of property management.

By shifting to a more strategic, passive approach, investors can reduce stress, free up time, and focus

on what matters most.

This model also creates opportunities for greater diversification. Instead of concentrating risk in a single property or market, investors can spread their capital across multiple assets and sectors.

“Real estate should enhance your life, not consume it,” Haimson noted. “When you move from managing properties to managing wealth, you gain both financial and personal flexibility.”

Thought Leadership and Industry Influence

In addition to his client work, Haimson is an active thought leader in the real estate investment space. Through monthly newsletters, social media insights, and ongoing education efforts, he continues to share knowledge and empower investors to make informed decisions.

His ability to translate complex financial strategies into clear, actionable guidance has made him a trusted voice among both new and experienced investors.

Drawing on his background as a former NCAA Division I-AA football player, Haimson brings discipline, teamwork, and a competitive mindset to his professional endeavors. These qualities are reflected in his commitment to excellence and his focus on delivering consistent results for clients.

A Smarter Path Forward

As the real estate market continues to evolve, the need for smarter, more strategic investing approaches has never been greater. Reed Haimson and Passive Realty Group are at the forefront of this shift, helping investors rethink how they build and manage wealth.

By combining financial planning expertise with real estate specialization, Haimson is redefining what it means to succeed in the industry.

The message is simple yet powerful. Stop managing properties. Start managing wealth.

About Passive Realty Group

Passive Realty Group is a real estate investment firm focused on helping clients access tax-advantaged, income-generating opportunities through strategic planning and passive ownership structures. The firm specializes in 1031 exchanges, 721 exchanges, and Delaware Statutory Trust investments, providing clients with the tools and guidance needed to achieve long-term financial goals.

About Reed Haimson

Reed Haimson is a CERTIFIED FINANCIAL PLANNER® and real estate specialist, serving as Founder and President of Passive Realty Group. With securities licenses dating back to 2008 and participation in more than 14 billion dollars in real estate transactions, he is a recognized leader in tax-advantaged real estate strategies. He works with clients nationwide and continues to shape the future of real estate investing through education, innovation, and client-focused service.

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