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27-year-old millionaire who saves 80% of his income refuses to spend money on two things

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Todd Baldwin's net worth crossed $1 million when he was 25.

Today, at 27, he brings in $615,000 annually ($305,000 after business expenses) thanks to a mix of income from rental properties, his day job working in commercial insurance sales and the extra cash he makes as a secret shopper.

The majority of his revenue comes from the six rental properties that he owns with his wife, Angela: They earn $460,000 per year in rent. After expenses, including mortgage payments, taxes, insurance and utilities, they keep about $150,000 of that per year.

"Although our net worth is seven figures, we don't do a lot of the typical things that most people envision millionaires doing. We are super frugal," says Baldwin, who wears a $12 rubber wedding band and shares a 2009 Ford Focus with his wife. Because he keeps his expenses so low, he's able to save more than 80% of his take-home pay.

The millennial millionaire refuses to spend money on a couple of things, he tells CNBC Make It: For starters, he won't pay for entertainment, like restaurants and the movies, "but only because I know how to get paid for that."

Baldwin is a "secret shopper" and gets paid for dining out, going grocery shopping, seeing movies and even visiting hotels and casinos. "There are a lot of businesses out there that want to know how their employees are doing and how the market is responding to their products," he explains. "So those companies will hire mystery shopping firms to find independent contractors like me to go pose at their establishment as a regular customer, buy the product or service and then report on it."

He's made about $30,000 since he started mystery shopping years ago in college. The surveys he fills out after the experience aren't too time-consuming, and for that reason, he has a hard time justifying spending money at bars and restaurants. "If a buddy wants to go to a bar or someone wants to go see a movie, I usually try to wait until I can get a mystery shop," he says, "because if you're going to go there anyway, you might as well get it for free and get paid on the top."

Thanks to secret shopping, he and his wife spend just about $25 a month on food.

"Another thing that I'll never spend money on is unnecessary bank account fees or credit card fees," says Baldwin. That's not to say he doesn't use credit cards — he has 13 of them — but he never racks up a balance and makes payments on time to avoid late fees.

Baldwin, who was raised by a single mom and started working when he was 12, gets a thrill out of saving. "It's actually really fun being able to buy something and then choosing not to," he says.

He thinks through all of his purchases, especially the big ones: "My wife and I want to start a family in the next couple of years, and I was thinking we might get an SUV. I was looking at ones that were about $60,000." After running the numbers, though, they decided to redirect that money elsewhere. "We took the 60 grand and bought another rental property — and now that property cash flow is $4,000 per month."

Eventually, the rental income "could pay for four of those SUVs that I liked," he adds.

The only time Baldwin likes to splurge is if it's something for his wife — if he's allowed to, that is. "My wife is more frugal than I am!" he says. "A couple years ago, I bought her a designer purse for like 500 bucks. But when I surprised her with it, she immediately took it back, exchanged it for a $60 purse at Macy's and then we invested the difference."

"So we don't normally splurge."

1. Define delayed gratification, frugal, splurge
2. Do you ever dream of becoming a millionaire? Do you think that dream is attainable?
3. What did this young man do to make his dreams a reality?
4. Why doesn’t he spend more of his income?
5. Do you think there’s a connection between his frugality and his net worth? What is the connection?
6. Look at the story of the SUV again. How did he gain in the long term by making a different choice with that money?
7. Many Americans are carrying way too much debt, especially in personal consumer spending. How could most Americans spend less? What would be some possible results, both positive and negative?
8. Who is the most frugal person you know? Do you know people who seem to take thriftiness too far? What would happen if everyone saved all their money and bought very little?
9. Why is he saving so much of his money for the future? What might his future look like because of his self-discipline now?
10. He says there are two things he just doesn’t spend money on. Where do you spend money that you really don’t need to? What are your ‘splurges’?
11. Would you be interested in becoming a ‘secret shopper’? Why or why not?
12. What might happen if everyone decided they were going to be secret shoppers? Can the market support that? Why or why not?
13. How is this similar or different from famous people or influencers getting free products or vacations?