

POWER PLAYERS

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Christina Thomas founded GOAT+DIME on the conviction that serious professionals deserve a platform that lets them own their brand, their data and their future. Today, her invite-only, agent-as-brand real estate company operates across all Southern California counties.

With 21 years of experience, Thomas leads with sharp negotiation skills and the humility earned through every deal. Reading tone, facial expressions and what is not being said matter more than the loudest voice in the room. Ego, she has learned, loses deals. Flexibility closes them. Her clients win because she listens before she pushes.

What inspires her most is the people she serves. Most of her clients become genuine friends long after closing. Helping someone land the right home, sell a property they poured years into or build generational wealth through real estate is, in Thomas's words, a privilege, and it fuels everything GOAT+DIME does.

Her approach to leadership is deliberate: Build it right, even if you build it slowly. At GOAT+DIME, she's not chasing headcount or filling seats. She's building an independent brand for full-effort agents who want to be something—operators, entrepreneurs, true professionals. The bar is high on purpose because that standard protects the people who earn their way in.

The traditional brokerage and franchise model is finally being challenged, and Thomas is proudly spearheading that disruption from California. Top producers now realize they do not need a massive brand name above their heads to succeed. They need autonomy and a platform that lets them create something of their own. That quiet revolution is reshaping real estate, and GOAT+DIME is at the front of it.

Thomas's platform is used with full transparency, sharing the real strategy behind building a sustainable, professional real estate business in a market that rewards substance over noise. She also consistently shows up for her clients' families in every milestone, from birthdays and graduations to the hard moments.

She advises the next generation of leadership to stop waiting for permission. The agents and entrepreneurs who win don't ask anyone else if they're ready—they decide they are. Thomas encourages them to build a brand only they can build, hold a standard most won't and never confuse being busy with being effective. Part-time effort gets part-time results.



Carlsbad Village is Thomas's vibe, thanks to Beach City Smoothies and a slice at Knockout Pizza. The grounded energy of her beach city mirrors the values she has built her Southern California brand around: real people, world-class ambition.

The legacy she hopes to be remembered for is one of raised standards, proving one can be elite without arrogance, successful without ruthlessness and disruptive without being destructive. GOAT+DIME is designed to outlast her and attract only agents serious enough to carry it forward.



PHOTOGRAPHY BY: LAURA BRAVO MERTZ, HAIR BY: ALYSON LOVEJOY, MAKE UP BY: PAIGE HENRY

“You are the brand. Everything else, the tech, the team, the title, is the platform you build it on.”