

# Dedra Lucas

Coldwell Banker Realty

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IMAGES BY KRISTEN NESTER PHOTOGRAPHY



**There is a certain calm about Dedra Lucas that people notice quickly.**

In a business often defined by urgency, emotion and constant change, she has built her reputation in a different way — by being the steady presence clients trust when the stakes feel high and the decisions feel personal.

For Dedra, real estate has never been just about buying and selling property. It is about home in the fullest sense of the word.

“To me, home is so much more than a physical place,” she says. “It’s where we feel comfort and security, where we raise our families, where memories are made, and where so much of life happens. It can also be one of the most significant financial investments a person makes, so it deserves real care and thoughtful guidance.”



That perspective has shaped the way she has approached her work from the beginning. With extensive experience in real estate and deep roots in Columbus, Dedra has helped clients through changing markets, major life transitions, and every kind of move — from first homes to executive relocations, from longtime family residences to luxury homes and custom properties. But what has defined her career is not simply experience. It is the way she has paired that experience with perspective, adaptability and a genuine respect for the people she serves.

She is not someone who treats real estate as transactional. She never has.

Instead, she has built a career around relationships — and around the rare privilege of being invited into some of the most important chapters of people's lives.

"I'm very grateful that so much of my business comes from past clients," Dedra says. "That means a lot to me. In many cases, I've had the privilege of helping people through multiple stages of life — from newlyweds buying their first home, to growing families, to later helping them again when they're ready for a different chapter."

That kind of trust does not happen by accident. It is earned over time, through consistency, sound advice and the kind of presence that helps people feel grounded when everything around them feels uncertain.

"Many of my clients have told me I'm the calm voice of reason," she says. "I help them stay focused, work through the process and keep moving forward."

That may be one of the clearest windows into who Dedra is, both professionally and personally. She brings a level head, a thoughtful nature and a reassuring steadiness to moments that can otherwise feel overwhelming. She listens closely, cares deeply and understands that behind every sale is a story, a transition, a family or a future taking shape.

Her own path into real estate began with instinct and courage. While attending The Ohio State University, where she studied photography and business and completed real estate coursework, Dedra was also working as



Dedra participating in Pelotonia, which reflects her desire to stay connected to something bigger than herself.

a department manager for a major retail store. It was a good job, but not one she could see herself doing long-term.

"My heart wasn't in it," she says. "One day I decided to leave that job and commit to real estate without hesitation. I didn't really have a backup plan. I just knew I wanted to build something meaningful, and I was willing to work for it." That decision set the tone for the decades that followed.

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A woman with blonde hair, wearing a sleeveless taupe top and white trousers, stands in a modern kitchen with white cabinetry and a patterned backsplash. She is smiling and leaning on the countertop. The quote "I still love what I do." is overlaid on the top left of the image.

**“I still love  
what I do.”**

Over the years, Dedra has grown with the industry while staying true to the values that grounded her from the start. She has embraced the changes in the market, the evolution of technology and the higher expectations of today's buyers and sellers, while never losing sight of what matters most: trust, judgment, service and relationships.

There is also a loyalty in her story that says a great deal about her character. After a brief start with a smaller firm, she built her long-term career with what is now Coldwell Banker Realty.

“They are like a second family to me,” she says. “I value the culture, the relationships and the resources that help me serve my clients well.”

Outside of work, Dedra brings that same sense of discipline, energy and balance to her life. She values fitness and often begins her mornings with a workout before heading into the day. She enjoys cycling, gardening, outdoor adventures, reading, art, music, and time with family and friends. She also participates in Pelotonia, the annual bike ride supporting cancer research, reflecting a desire to stay connected to something bigger than herself and to give back in a meaningful way.

She remains energized by the work, but even more by the people behind it.

“I still love what I do,” Dedra says. “I love the relationships, the strategy and knowing that I can make a difference during an important moment in someone's life.”

That may be the best way to understand Dedra Lucas.

In the end, what defines Dedra is not simply the length of her career, but the way she has lived it — with energy, loyalty, perspective and genuine care for the people she serves. In a fast-moving business, she has become the person clients trust to bring calm, clarity and wisdom to one of life's most important decisions. ▀