



Lauren Lucas

AI Strategist, Real Estate Coach and Co-Owner, LKW Home Team

Lauren Lucas is a nationally recognized real estate entrepreneur, the most “untechy” tech founder, and transformational coach on a mission to change 1,000,000 family trees. Through her unmatched fusion of AI, automation, and human-first leadership, she’s helping thousands of agents build scalable businesses rooted in freedom, wealth, and legacy.

As co-founder of the top-producing LKW Home Team in Columbus, Ohio, Lauren has helped hundreds of families build generational wealth through real estate, then scaled that impact by launching multiple ventures to future-proof the industry. Among them: Profit Pulse™, her flagship AI-powered CRM, built specifically for real estate professionals ready to automate their growth and reclaim their time.

Through her coaching, tech platforms, and live events, Lauren empowers a new wave of real estate professionals to become systems-driven CEOs, not just salespeople. She equips her audience with the tools, mindset, and automation strategies to grow smarter, scale faster, and lead better, without burning out.

Featured in Forbes, Yahoo Finance, and recognized as a 40 Under 40 honoree, Lauren’s influence has reached thousands across stages like WealthCon, Keller Williams Summits, and masterminds led by some of the top minds in real estate and entrepreneurship.

Named 2025 and 2026 Innovator of the Year, and having shared the stage with Gary Keller, she’s now a sought-after speaker, AI strategist, and unapologetic advocate for those ready to stop playing small and build a life by design. She didn’t wait to be chosen. She built the table, pulled up a chair, and invited others to rise with her.

Known for her straight-talk coaching, tactical clarity, and deeply human leadership, Lauren is one of the most trusted voices at the intersection of real estate, innovation, and personal transformation.

But her greatest mission? Raising two young boys alongside her life partner—and showing them, and the world, what it means to lead boldly and build a life by design.