

Loving her job, Coleman opens doors for homebuyers, sellers

BY SUSAN MCFARLAND

Tribune Correspondent

When looking for a Realtor to sell or buy a home, not much beats experience, except perhaps outstanding customer service. Diana Coleman, a Realtor with Keller Williams Northeast, has more than 16 years of experience in the industry and is the recipient of numerous Keller Williams awards, including multiple years as “Top Lister,” “Top Producer” and the prestigious “Hall of Fame” award. Coleman has also been awarded the “Five Star Real Estate Agent” by Texas Monthly magazine for each of the last six years. This honor is awarded to the top three percent of all Houston area Realtors and is based on exceptional customer service.

Coleman’s focus is on providing superior customer service to her clients. She enjoys working with people and is committed to making her clients’ real estate goals a reality.

Coleman said, “I love meeting new people and getting to know them during

the purchase or sale of their home. Because homes are such a large investment, emotions can run high at times. My job is to assist my client during the entire process, making the transaction as smooth as possible. I also love the fact that I can share in a client’s feeling of joy when they purchase a home.”

Coleman came to real estate after her three sons were grown. She was born in Chicago and has since lived in Corpus Christi, Kansas, Connecticut, Pennsylvania, Virginia and North Carolina.

She graduated from Indiana University of Pennsylvania and lived for many years in Charlotte, N.C. In 2000, Coleman relocated to Houston with her family for her husband’s job.

“We moved to Kingwood and I took a job as a clinical dietitian at Kingwood Medical Center. I worked in the Diabetes Center where I assisted in the nutritional education of adults who were diagnosed with diabetes. I had worked as a clinical dietitian in several hospitals in Charlotte,” said Coleman.

“When I worked as a dietitian, I saw clients who were learning to cope with a new medical diagnosis of diabetes. They were not experiencing feelings of joy! Their emotions were usually the opposite of joy. I think that is why I love real estate so much! And, since teaching is a big part of both professions, my training and work experience as a dietitian may have given me a head start in real

estate,” said Coleman.

Coleman enjoys the real estate business even though it can be tumultuous, as in the case of extraordinary events such as Hurricane Harvey. With respect to the impact of the flood on the local real estate market, Coleman said, “Homeowners who experienced flooding are working hard to repair their homes. Some homeowners who are looking for other options have sold to investors. At this point, the number of sales since the hurricane is only down about nine percent over last year (September-December). So sales show only a slight decline as compared to the same time last year. I think the spring market will be the best indicator of the impact of Harvey on market pricing. Rental prices increased due to the high demand for short-term leases. However, many of these rental properties will be back on the market in about six to nine months after the tenants move back into their remodeled homes. That will cause an over-supply of rentals and prices will likely come back down.”

Over the years, Coleman has experienced her fair share of funny things happening while working in the real estate industry.

“I had a wonderful couple who were both hospice ministers. When they initially walked into a home for sale, they scurried to look out of the windows at the back of the home. They were looking for a cardinal, which they considered ‘the sign.’ The wife explained that cardinals always answer her husband’s deep

prayerful thoughts. The tradition began years earlier when he was driving down a road thinking about a problem, and when he asked God for an answer, a cardinal flew into his windshield. Luckily, there were two cardinals in the backyard of the house and they bought it! A few months later, I was on vacation with my family. A client called me and was having a few challenges with a real estate transaction. My family could see I was a bit depressed after I hung up. Just then, a cardinal flew out of nowhere and sat on the edge of the chair next to me. Thanks to that cardinal, I knew everything would be fine, and it was. We closed the sale the following week,” said Coleman.

To reach Diana Coleman for a complimentary market report on the value of your current home, or to buy or sell a home, call her at 832-368-6855 or email diana@dianacoleman.com.



Diana Coleman

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