

Diana Coleman



on Staying Power

Diana Coleman is a born salesperson. It's in her blood. As a little girl, she sold just about everything - Girl Scout cookies, Avon, door-to-door sales of all kinds of interesting products when she was in Junior Achievement. She even sold shoes while she attended college. Today, she's a Five Star Realtor.

"You don't always end up where you start! I spent 15 years as a clinical dietician, moved to Lake Houston and assisted diabetes patients at Kingwood Medical Center. But I wanted a new challenge. The agent who sold us our home asked me to be her assistant. I said no. I didn't want to get stuck as an assistant. The agent's response was, 'When are you going to become an agent, when you're 60?' That comment opened my eyes. I signed up for real estate classes and the rest is history."

"How times have changed. Twenty years ago, we wore beepers. We called our clients on landlines. Today, it's cell phones, texts, emails, posts, tweets and more. Buyers and sellers both have benefitted from technology. It's streamlined the work load and made the transaction so much more robust and efficient."

"I love working for my clients. That's my staying power. The client wants you to work in their best interest. That's my objective. I have an amazing husband, too. He's also my staying power. He understands the demands of my career and he is proud of my success."

"The real estate business is a demanding, stress-filled profession. When I need to unwind, I love to play tennis, a great way to hang out with friends and stir those competitive juices - and the tennis outfits are so darn cute! I also garden and cook. I'm the

one who makes those quick video recipes that friends post on Facebook. I support St. Vincent De Paul Society, the Society of St. Stephen and Including Kids."

"And I love the music ministry at St. Martha Catholic Church. I cantor at Mass, sing at funeral masses and sing in the choir. I've been friends with many fellow choir members now for 20 years. They're wonderful people and we love to bring joy to others through our music."

"I am so fortunate. When I made my career change - at age 40 - it allowed me to use my ability to help others achieve their goals. That's why my real estate career doesn't feel like a job. It's rewarding and fun."

Five Star Realtor Diana Coleman and The Tribune have "staying power". The Tribune is a small business providing jobs in our community, the foundation of our great USA economy. Diana Coleman's sales skills allow her to focus on the needs of her customers and her community. The Tribune, now more than 10 years old, focuses on our community, too, and the people who live here, the businesses that thrive here, as well as the churches, sports and community organizations that make Lake Houston such a wonderful place to live.