

Wolf Willow Builder Market Brief

October 2026 · SE Calgary · Sales Oct 20, 2025 – Oct 19, 2026 (12 months); active listings as of Oct 19, 2026

THREE THINGS BUILDERS SHOULD KNOW THIS MONTH

- **Supply is balanced.** Wolf Willow has about **3.9 months of supply** (26 active listings against 80 sales in 12 months), compared with just under 4 for Calgary overall (CREB®, Sept 2026). Neither buyers nor sellers have the upper hand; pricing to the market matters.
- **Specs are asking more than new homes have sold for.** Active new townhome / row homes ask a median of about **\$372/sq ft**. New homes in that product **sold** at about **\$351/sq ft** over the past year.
- **Resale is the real competition for townhome / row product.** Resale homes sold in a median **26 days**; new homes took **94 days**. Resale also sold at a higher price per sq ft.

Community snapshot

80 SALES (12 MONTHS) 17 in the last 90 days	\$533,500 MEDIAN SOLD PRICE all product types	\$359 MEDIAN \$/SQ FT above-grade, RMS
52 MEDIAN DAYS ON MARKET new 85 · resale 40	98.3% SALE-TO-LIST RATIO sold ÷ final list price	3.9 MONTHS OF SUPPLY 26 active · Calgary just under 4

New build vs resale

Segment	Sales	Median price	Median \$/sf	Median DOM	Sale-to-list	Active now
New build (never occupied)	28	\$510,250	\$350	85	98.6%	5
Resale (built 2015 or later)	52	\$569,000	\$368	40	98.1%	21
Difference (new vs resale)	—	–\$58,750	–\$18	+46 days	+0.5 pts	—

New and resale homes differ in size and finish (median 1,524 sq ft resale vs 1,462 sq ft new). Resale here means homes built in 2015 or later, the homes buyers compare a new build to. Compare \$/sq ft and days on market, not the overall median price.

By product type

Product	Sales (new / resale)	Median price	Median \$/sf	Median DOM (new / resale)	Sale-to-list	Active	Months of supply
Townhome / row	25 (14 / 11)	\$509,450	\$358	94 / 26	98.7%	4	1.9
Semi-detached / duplex	17 (5 / 12)	\$532,000	\$327	104 / 36	98.1%	1	0.7
Detached – laned	13 (2 / 11)	\$615,000	\$405	— / 44	98.4%	4	3.7
Detached – front garage	13 (4 / 9)	\$680,000	\$353	50 / 45	97.9%	6	5.5
Apartment condo	12 (3 / 9)	\$310,222	\$459	91 / 56	96.9%	8	8.0

Shown only where there were 3 or more sales: bungalow / villa (0 sold, 3 active). Months of supply = active listings ÷ average monthly sales over 12 months. Laned = rear lane / detached garage; front garage = attached front-drive garage.

Where buyers are buying

Price band (sold price)	Sales (12 mo)	Share of sales	Active now	Months of supply	Median DOM	Market read
Under \$450K	11	14%	8	8.7	80	Buyer's
\$450K–\$499K	10	12%	0	0.0	47	Seller's
\$500K–\$549K	23	29%	4	2.1	55	Seller's
\$550K–\$599K	14	18%	2	1.7	44	Seller's
\$600K–\$649K	12	15%	3	3.0	49	Balanced
\$650K+	10	12%	9	10.8	59	Buyer's – heavy

Market read: under 2.5 months of supply = seller's, 2.5–5 = balanced, over 5 = buyer's. Active listings are banded by asking price.

Spec competition right now

Product (new builds only)	Active	Median asking price	Median asking \$/sf	0–30 days	31–60	61–90	90+ days
Townhome / row	3	\$529,996	\$372	2	0	0	1
Apartment condo	2	\$407,400	\$578	2	0	0	0
Total	5			4	0	0	1

Days on market is for the current listing. Relisted homes may have been on the market longer. Over the past 12 months, 20 new-build listings in Wolf Willow expired, were withdrawn or were cancelled without selling (some were relisted).

The bigger picture

Measure	Wolf Willow	City of Calgary (CREB®)	What it tells you
Months of supply – all homes	3.9	just under 4	About the same choice as citywide
Months of supply – detached	6.0	≈ 3.3	Buyers here have more choice than citywide
Months of supply – row/town	1.9	≈ 4.4	Buyers here have less choice than citywide
Benchmark price – detached	median sold \$620,000*	\$739,400 (–1.0% y/y)	Prices citywide are flat to slightly down
Benchmark price – row	median sold \$509,450*	\$412,400 (–5.5% y/y)	Row is the weakest segment citywide
Total sales, September 2026	—	1,650 (–3.8% y/y)	The market is slower than last year, not frozen

*Wolf Willow figures are TNT's medians from Pillar 9™ MLS® sales. CREB® benchmark prices use the MLS® Home Price Index and are a different measure. Don't compare them as like for like.

What this means for builders

PRICING

Price new townhome / row specs closer to the **\$351/sq ft** new homes have actually sold for, not today's \$372 asking level. 3 specs in this product are competing with each other and with resale.

RESALE COMPETITION

Resale townhome / row homes are selling in about 26 days against 94 for new. Show buyers what new adds: warranty, energy efficiency, GST rebate eligibility for first-time buyers, and finishes they can still choose.

PRODUCT

Semi-detached / duplex is the tightest product. 17 sold in 12 months with 1 listed now (0.7 months of supply). If your plans include semi-detached product, now is a good time to bring one to market.

APARTMENT CONDO SUPPLY

Apartment condo has **8.0 months of supply**: 8 listed against 12 sales in a year. Specs in this product need a sharper price or a stronger incentive to stand out.

THE \$650K+ BAND

The \$650K+ band has **11 months of supply**: 9 homes for sale against 10 sales in a year. Specs priced here compete hardest; price toward the band below or add value buyers can see.

Your builder specialist

Cam Johnson founded and ran a construction company working on building and land development projects before he moved into real estate. He looks at a spec the way a builder does: the product, the lot, what it costs to carry and what it will take to move it. That's why this brief is built around the numbers builders use, not the ones buyers see. Cam works one-on-one with builders on spec pricing, MLS® marketing, showings and weekly feedback, and our team can sell a move-up buyer's current home on a coordinated timeline so their new-home purchase doesn't stall.

Have a spec that's been sitting, or building in another community? Let's talk.

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Every community we track, updated monthly: tntrealestatepros.com/builder-market-updates

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Sources & notes. Community data: Pillar 9™ MLS® System, residential listings in the Wolf Willow subdivision, sold Oct 20, 2025 – Oct 19, 2026, plus active and pending listings as of Oct 19, 2026; homes built 2015 or later; compiled and analyzed by TNT Real Estate Pros. City figures: CREB® September 2026 monthly statistics. New-build = listed as new, never occupied. Builder sales not listed on the MLS® System are not included, so new-home sales are understated. Figures are aggregated and no individual property is identified. Segments with fewer than 3 sales are not shown. Information deemed reliable but not guaranteed. Not intended to solicit properties already listed for sale. The trademarks MLS®, Multiple Listing Service® and the associated logos are owned by The Canadian Real Estate Association (CREA) and identify the quality of services provided by real estate professionals who are members of CREA.