Heartwood Builder Market Brief

November 2026 · SE Calgary · Sales Nov 6, 2025 – Nov 5, 2026 (12 months); active listings as of Nov 5, 2026

THREE THINGS BUILDERS SHOULD KNOW THIS MONTH

- **Supply is balanced.** Heartwood has about **2.9 months of supply** (12 active listings against 49 sales in 12 months), compared with just under 4 for Calgary overall (CREB®, Oct 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 detached – front garage homes ask a median of about **$343/sq ft**. New homes in that product **sold** at about **$329/sq ft** over the past year.
- **Semi-detached / duplex is in short supply.** 12 sold in the past year and only 1 is listed now, about **1.0 months of supply**.

Community snapshot

49 SALES (12 MONTHS) 11 in the last 90 days	**$552,900** MEDIAN SOLD PRICE all product types	**$347** MEDIAN $/SQ FT above-grade, RMS
59 MEDIAN DAYS ON MARKET new 59 · resale 50	**99.4%** SALE-TO-LIST RATIO sold ÷ final list price	**2.9** MONTHS OF SUPPLY 12 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)	45	$551,900	$345	59	99.5%	10
Resale (built 2015 or later)	4	$669,950	$384	50	97.9%	2
Difference (new vs resale)	—	–$118,050	–$39	+10 days	+1.6 pts	—

New and resale homes differ in size and finish (median 1,706 sq ft resale vs 1,557 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	12 (12 / 0)	$479,900	$319	64 / —	99.5%	2	2.0
Semi-detached / duplex	12 (11 / 1)	$543,400	$370	96 / —	100.0%	1	1.0
Detached – laned	13 (11 / 2)	$559,900	$363	34 / —	99.5%	3	2.8
Detached – front garage	12 (11 / 1)	$745,000	$331	59 / —	98.5%	6	6.0

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 $500K	11	22%	0	0.0	59	Seller's
$500K–$549K	11	22%	2	2.2	88	Seller's
$550K–$599K	10	20%	1	1.2	36	Seller's
$600K–$649K	2	4%	1	6.0	125	Buyer's
$650K–$699K	7	14%	2	3.4	23	Balanced
$700K–$749K	2	4%	3	18.0	88	Buyer's – heavy
$750K+	6	12%	3	6.0	61	Buyer's

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	2	$525,898	$354	1	1	0	0
Semi-detached / duplex	1	—	—	0	0	0	1
Detached – laned	1	—	—	1	0	0	0
Detached – front garage	6	$741,950	$343	3	1	2	0
Total	**10**			**5**	**2**	**2**	**1**

Days on market is for the current listing. Relisted homes may have been on the market longer. Over the past 12 months, 34 new-build listings in Heartwood expired, were withdrawn or were cancelled without selling (some were relisted). Asking prices are shown only where 2 or more specs are listed.

The bigger picture

Measure	Heartwood	City of Calgary (CREB®)	What it tells you
Months of supply – all homes	2.9	just under 4	Buyers here have less choice than citywide
Months of supply – detached	4.3	≈ 3.3	Buyers here have more choice than citywide
Months of supply – row/town	2.0	≈ 4.4	Buyers here have less choice than citywide
Benchmark price – detached	median sold $670,000*	$735,100 (–0.7% y/y)	Prices citywide are flat to slightly down
Benchmark price – row	median sold $479,900*	$407,500 (–5.1% y/y)	Row is the weakest segment citywide
Total sales, October 2026	—	1,592 (–15.3% y/y)	Sales are down from last year; buyers are taking more time

*Heartwood 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 detached – front garage specs closer to the **$329/sq ft** new homes have actually sold for, not today's $343 asking level. 6 specs in this product are competing with each other and with resale.

PRODUCT

Semi-detached / duplex is the tightest product. 12 sold in 12 months with 1 listed now (1.0 months of supply). If your plans include semi-detached product, now is a good time to bring one to market.

TIMING

Quarterly sales over the past year ran 10 → 18 → 10 → 11. Winter is the slowest stretch; specs finishing over the winter should be listed and photographed before possession so they're ready for the spring market.

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 Rangeview and Seton subdivisions that identify as Heartwood, sold Nov 6, 2025 – Nov 5, 2026, plus active and pending listings as of Nov 5, 2026; homes built 2015 or later; compiled and analyzed by TNT Real Estate Pros. City figures: CREB® October 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.