# Heritage Hills Builder Market Brief

November 2026 · Cochrane · 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 high.** Heritage Hills has about **8.3 months of supply** (25 active listings against 36 sales in 12 months), compared with just under 4 for Calgary overall (CREB®, Oct 2026). Buyers have choice, so price and presentation decide who sells.
- **Specs are asking more than new homes have sold for.** Active new detached – front garage homes ask a median of about **$359/sq ft**. New homes in that product **sold** at about **$328/sq ft** over the past year.
- **Resale is the real competition for semi-detached / duplex product.** Resale homes sold in a median **42 days**; new homes took **58 days**. Resale also sold at a higher price per sq ft.

## Community snapshot

| | | |
|---|---|---|
| **36**<br>SALES (12 MONTHS)<br>8 in the last 90 days | **$594,444**<br>MEDIAN SOLD PRICE<br>all product types | **$336**<br>MEDIAN $/SQ FT<br>above-grade, RMS |
| **46**<br>MEDIAN DAYS ON MARKET<br>new 56 · resale 46 | **98.4%**<br>SALE-TO-LIST RATIO<br>sold ÷ final list price | **8.3**<br>MONTHS OF SUPPLY<br>25 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) | 13 | $640,000 | $332 | 56 | 99.0% | 17 |
| Resale (built 2015 or later) | 23 | $575,000 | $343 | 46 | 97.7% | 8 |
| Difference (new vs resale) | — | +$65,000 | –$11 | +10 days | +1.3 pts | — |

New and resale homes differ in size and finish (median 1,567 sq ft resale vs 1,954 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 | 5 (1 / 4) | $472,000 | $334 | — / 63 | 98.5% | 5 | 12.0 |
| Semi-detached / duplex | 9 (3 / 6) | $545,000 | $359 | 58 / 42 | 98.0% | 8 | 10.7 |
| Detached – laned | 6 (0 / 6) | $567,500 | $352 | — / 47 | 98.2% | 1 | 2.0 |
| Detached – front garage | 16 (9 / 7) | $701,000 | $321 | 23 / 46 | 98.4% | 11 | 8.2 |

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 | 6 | 17% | 4 | 8.0 | 61 | Buyer's |
| $500K–$549K | 6 | 17% | 6 | 12.0 | 58 | Buyer's – heavy |
| $550K–$599K | 7 | 19% | 2 | 3.4 | 41 | Balanced |
| $600K–$649K | 5 | 14% | 1 | 2.4 | 23 | Seller's |
| $650K–$699K | 4 | 11% | 1 | 3.0 | 37 | Balanced |
| $700K+ | 8 | 22% | 11 | 16.5 | 40 | 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 | 2 | $532,500 | $342 | 0 | 0 | 2 | 0 |
| Semi-detached / duplex | 7 | $549,900 | $320 | 0 | 1 | 2 | 4 |
| Detached – front garage | 8 | $796,950 | $359 | 1 | 5 | 0 | 2 |
| **Total** | **17** | | | **1** | **6** | **4** | **6** |

Days on market is for the current listing. Relisted homes may have been on the market longer. Over the past 12 months, 31 new-build listings in Heritage Hills expired, were withdrawn or were cancelled without selling (some were relisted).

## The bigger picture

| Measure | Heritage Hills | City of Calgary (CREB®) | What it tells you |
|---|---|---|---|
| Months of supply – all homes | 8.3 | just under 4 | Buyers here have more choice than citywide |
| Months of supply – detached | 6.5 | ≈ 3.3 | Buyers here have more choice than citywide |
| Months of supply – row/town | 12.0 | ≈ 4.4 | Buyers here have more choice than citywide |
| Benchmark price – detached | median sold $666,250* | $735,100 (–0.7% y/y) | Prices citywide are flat to slightly down |
| Benchmark price – row | median sold $472,000* | $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 |

*Heritage Hills 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. Heritage Hills is outside Calgary; city figures are shown as the reference market most buyers also shop.

## What this means for builders

### PRICING

Price new detached – front garage specs closer to the **$328/sq ft** new homes have actually sold for, not today's $359 asking level. 8 specs in this product are competing with each other and with resale.

### RESALE COMPETITION

Resale semi-detached / duplex homes are selling in about 42 days against 58 for new. Show buyers what new adds: warranty, energy efficiency, GST rebate eligibility for first-time buyers, and finishes they can still choose.

### PRODUCT

**Detached – laned is the tightest product.** 6 sold in 12 months with 1 listed now (2.0 months of supply). If your plans include detached product, now is a good time to bring one to market.

### TOWNHOME / ROW SUPPLY

Townhome / row has **12.0 months of supply**: 5 listed against 5 sales in a year. Specs in this product need a sharper price or a stronger incentive to stand out.

### THE $700K+ BAND

The $700K+ band has **16 months of supply**: 11 homes for sale against 8 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.

Cam Johnson · 587-875-6633 · cam@tntpros.ca · tntrealestatepros.com/cam-johnson

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

Cam Johnson, REALTOR® · Builder & new-home specialist · TNT Real Estate Pros, Real Broker

**Sources & notes.** Community data: Pillar 9™ MLS® System, residential listings in the Heritage Hills subdivision, Cochrane, excluding listings identified as West Hawk, 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.