Seton 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.** Seton has about **3.8 months of supply** (85 active listings against 265 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 **$394/sq ft**. New homes in that product **sold** at about **$333/sq ft** over the past year.
- **Resale is the real competition for semi-detached / duplex product.** Resale homes sold in a median **30 days**; new homes took **59 days**. Resale also sold at a higher price per sq ft.

Community snapshot

265 SALES (12 MONTHS) 59 in the last 90 days	**$430,000** MEDIAN SOLD PRICE all product types	**$364** MEDIAN $/SQ FT above-grade, RMS
38 MEDIAN DAYS ON MARKET new 39 · resale 37	**97.8%** SALE-TO-LIST RATIO sold ÷ final list price	**3.8** MONTHS OF SUPPLY 85 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)	71	$509,900	$360	39	98.1%	16
Resale (built 2015 or later)	194	$412,000	$367	37	97.7%	69
Difference (new vs resale)	—	+$97,900	–$6	+2 days	+0.4 pts	—

New and resale homes differ in size and finish (median 1,257 sq ft resale vs 1,505 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	85 (28 / 57)	$414,000	$328	27 / 38	98.0%	23	3.2
Semi-detached / duplex	35 (17 / 18)	$580,000	$358	59 / 30	97.5%	6	2.1
Detached – laned	24 (6 / 18)	$637,000	$358	30 / 40	96.7%	7	3.5
Detached – front garage	34 (9 / 25)	$735,000	$341	46 / 34	98.5%	10	3.5
Apartment condo	87 (11 / 76)	$325,000	$396	78 / 43	97.5%	39	5.4

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 $300K	46	17%	15	3.9	36	Balanced
$300K–$399K	55	21%	29	6.3	46	Buyer's
$400K–$499K	56	21%	16	3.4	42	Balanced
$500K–$599K	46	17%	7	1.8	31	Seller's
$600K–$699K	34	13%	8	2.8	34	Balanced
$700K+	28	11%	10	4.3	42	Balanced

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	$436,944	$333	0	2	0	0
Semi-detached / duplex	3	$547,062	$334	2	1	0	0
Detached – laned	1	—	—	0	1	0	0
Detached – front garage	3	$869,006	$394	1	1	1	0
Apartment condo	7	$349,900	$453	1	2	0	4
Total	**16**			**4**	**7**	**1**	**4**

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 Seton 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	Seton	City of Calgary (CREB®)	What it tells you
Months of supply – all homes	3.8	just under 4	About the same choice as citywide
Months of supply – detached	3.5	≈ 3.3	About the same choice as citywide
Months of supply – row/town	3.2	≈ 4.4	Buyers here have less choice than citywide
Benchmark price – detached	median sold $695,000*	$735,100 (–0.7% y/y)	Prices citywide are flat to slightly down
Benchmark price – row	median sold $414,000*	$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

*Seton 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 **$333/sq ft** new homes have actually sold for, not today's $394 asking level. 3 specs in this product are competing with each other and with resale.

RESALE COMPETITION

Resale semi-detached / duplex homes are selling in about 30 days against 59 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. 35 sold in 12 months with 6 listed now (2.1 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 62 → 81 → 63 → 59. 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 Seton subdivision (includes the Seton Ridge area), 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.