Southbow Landing 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.** Southbow Landing has about **5.8 months of supply** (18 active listings against 37 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 semi-detached / duplex homes ask a median of about **$358/sq ft**. New homes in that product **sold** at about **$329/sq ft** over the past year.
- **New builds made up 36 of 37 MLS® sales.** New homes sold at a median **$325/sq ft** in a median **48 days**.

Community snapshot

37 SALES (12 MONTHS) 7 in the last 90 days	**$629,900** MEDIAN SOLD PRICE all product types	**$324** MEDIAN $/SQ FT above-grade, RMS
47 MEDIAN DAYS ON MARKET new 48 · resale 34	**98.0%** SALE-TO-LIST RATIO sold ÷ final list price	**5.8** MONTHS OF SUPPLY 18 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)	36	$629,900	$325	48	97.9%	15
Resale (built 2015 or later)	1	—	—	—	—	3

New and resale homes differ in size and finish (median 1,788 sq ft resale vs 1,919 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
Semi-detached / duplex	17 (17 / 0)	$541,750	$329	54 / —	97.6%	7	4.9
Detached – front garage	18 (18 / 0)	$661,250	$318	39 / —	97.9%	8	5.3

Shown only where there were 3 or more sales: detached – laned (2 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 $500K	5	14%	3	7.2	61	Buyer's
$500K–$549K	6	16%	4	8.0	61	Buyer's
$550K–$599K	4	11%	2	6.0	52	Buyer's
$600K–$649K	9	24%	4	5.3	40	Buyer's
$650K–$699K	8	22%	1	1.5	44	Seller's
$700K+	5	14%	4	9.6	28	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
Semi-detached / duplex	6	$499,900	$358	2	2	1	1
Detached – laned	3	$549,900	$368	1	1	0	1
Detached – front garage	6	$657,336	$317	1	3	0	2
Total	**15**			**4**	**6**	**1**	**4**

Days on market is for the current listing. Relisted homes may have been on the market longer. Over the past 12 months, 28 new-build listings in Southbow Landing expired, were withdrawn or were cancelled without selling (some were relisted).

The bigger picture

Measure	Southbow Landing	City of Calgary (CREB®)	What it tells you
Months of supply – all homes	5.8	just under 4	Buyers here have more choice than citywide
Months of supply – detached	6.6	≈ 3.3	Buyers here have more choice than citywide
Months of supply – row/town	—	≈ 4.4	—
Benchmark price – detached	median sold $659,950*	$735,100 (–0.7% y/y)	Prices citywide are flat to slightly down
Benchmark price – row	—	$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

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

What this means for builders

PRICING

Price new semi-detached / duplex specs closer to the **$329/sq ft** new homes have actually sold for, not today's $358 asking level. 6 specs in this product are competing with each other and with resale.

THE $700K+ BAND

The $700K+ band has **10 months of supply**: 4 homes for sale against 5 sales in a year. Specs priced here compete hardest; price toward the band below or add value buyers can see.

TIMING

Quarterly sales over the past year ran 9 → 11 → 10 → 7. 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 Southbow Landing subdivision, Cochrane, 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.