

CALGARY MARKET INSIGHTS

Calgary Exterior & Siding Market Snapshot

Where new exterior work is concentrating across Calgary right now — and where the next wave of demand is forming.

PREPARED BY Trades Radar

REPORT TYPE Sample — Calgary, Q2 2026

TUNED FOR Siding • Exterior renovation • Garage door contractors

SUMMARY

Calgary's exterior renovation market is uneven. Most contractors spread their marketing across the entire city — and the result is diluted spend, scattered routes, and missed opportunity in the neighbourhoods where work is actually concentrating right now.

This snapshot identifies three Calgary neighbourhoods where new building activity is forming the strongest leading indicators of exterior work demand over the next 6 to 12 months — based on building permit data filtered for new single-family construction, additions, detached garages, and accessory structures that always involve exterior finishing as a downstream requirement. The full report goes deeper: 8 to 10 priority neighbourhoods, builder activity tracking, a 30/60/90-day deployment plan, and a watch list of communities showing early signals worth monitoring next quarter.

WHAT THIS REPORT MEASURES

New building stock as the leading signal

Re-roof and re-side work on existing homes doesn't generate building permits in Calgary. Those jobs are invisible to permit data and always will be.

What does generate permits — and what we track instead — is every project that creates new exterior surface area: new single-family homes, additions, detached garages, garden suites, garage suites, and new townhouse or fourplex builds. Every one of these jobs requires exterior finishing as part of the work, even when the permit description never mentions siding directly.

A neighbourhood with a lot of addition and accessory build permits is a neighbourhood full of homeowners who are actively spending money on their property. That's the strongest indicator we can give you — even when the permits don't capture the re-side work directly.

What you do with that

Don't just chase the addition jobs themselves. Door-knock and market in the neighbourhoods that show high permit activity — because the surrounding homes are full of people who are in spending mode. The new garage going up next door is the conversation-starter for the re-side job two doors down.

THE OPPORTUNITY STACK — RANKED FOR EXTERIOR TRADES

1 New single-family house builds

Full house worth of exterior work. The largest single-job opportunity in the dataset.

2 New detached garages

Calgary's garage market is massive. Direct opportunity for siding contractors AND garage door companies — both are valid client segments for this report.

3 Additions to existing homes

New wall area always requires finishing. Often triggers full re-side to match existing surface.

4 New townhouse, fourplex, and apartment builds

Large multi-unit exterior jobs. Higher complexity, higher ticket size.

5 Garage suites and garden suites

Purpose-built backyard structures. Smaller than a full home but always exterior work.

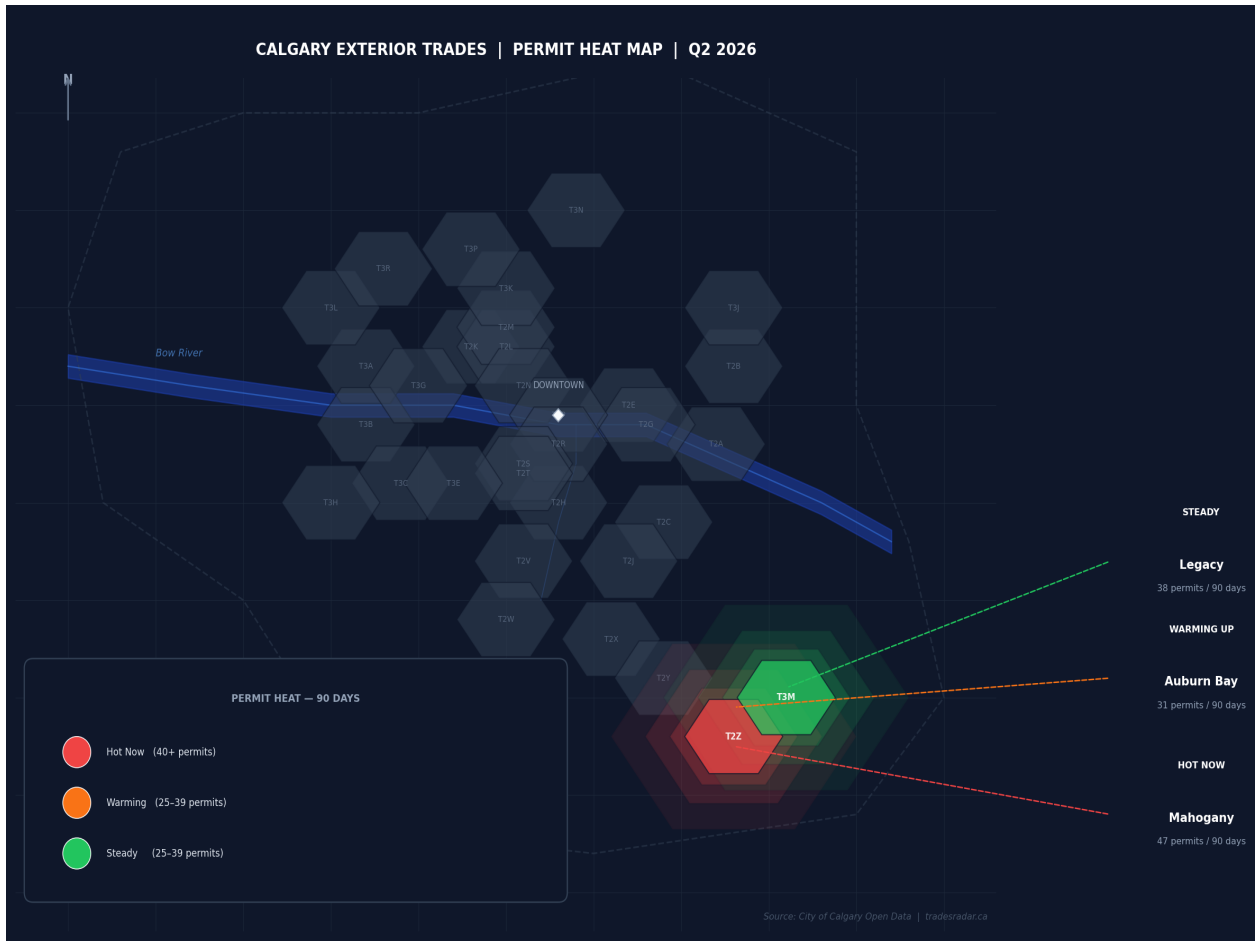
6 Major exterior renovation on multi-family

Less common but higher value when it appears. Full exterior overhauls on apartment and townhouse complexes.

THE TOP THREE — Q2 2026

Calgary neighbourhoods worth focusing on first

Three neighbourhoods are showing concentrated permit activity right now. Numbers below reflect the last 90 days of issued residential and multi-family permits filtered for new builds, additions, detached garages, and accessory dwellings.



Mahogany

HOT NOW — ACT WITHIN 30 DAYS

PERMITS, LAST 90 DAYS **47**

- 23 with named contractor (builder/GC opportunity)
- 24 without named contractor (homeowner-direct opportunity)

DOMINANT WORK Single-family new builds, detached garages, additions

Mahogany sits in the post-warranty window for a wave of 2008–2014 builds. Original siding is starting to fail and addition activity is accelerating across the community.

Auburn Bay

WARMING UP — BE EARLY

PERMITS, LAST 90 DAYS **31**

- 12 with named contractor (builder/GC opportunity)
- 19 without named contractor (homeowner-direct opportunity)

DOMINANT WORK Additions, garden suites, garage suites

A high concentration of homeowner-pulled permits suggests owner-driven renovation activity. Builder presence is light, which means less competition for direct-to-homeowner outreach.

Legacy

STEADY — RELIABLE VOLUME

PERMITS, LAST 90 DAYS 38

- 29 with named contractor (builder/GC opportunity)
- 9 without named contractor (homeowner-direct opportunity)

DOMINANT WORK New SFH builds, two-family semi-detached, fourplex

Builder-dominated activity with consistent new construction. Best for contractors looking to build supplier relationships with active GCs rather than chase direct homeowner work.

HOW TO USE THIS REPORT

Two ways into the same data

Every permit in this dataset includes contractor attribution where available. That single field splits the report into two completely different sales motions — and our clients use it both ways.

Permits without a named contractor

These are projects where the homeowner pulled the permit themselves, or where no contractor has been assigned yet. For exterior contractors looking to sell direct to homeowners, these are the doors to knock on. The homeowner hasn't committed to anyone — and they're already in spending mode.

Permits with a named contractor

These show which builders, GCs, and trades are actively winning work in each neighbourhood. For contractors who want to subcontract under a builder or supply trade-specific work to existing crews, this is the list of who to call. For garage door companies, it's the list of garage builders who need a reliable door supplier in their network.

The same neighbourhood data can tell you who to door-knock, who to subcontract under, and who to compete with — depending on which side of the contractor field you look at.

WHY THESE NEIGHBOURHOODS — NOT JUST PERMIT COUNTS

The signals behind the rankings

Housing lifecycle and the post-warranty wave

Calgary neighbourhoods built between 2008 and 2016 are entering the window where original exterior finishes start to fail. Hardie, vinyl, and stucco installed during the boom are now 10 to 18 years old — the exact age when contractors start seeing repair calls turn into full re-side jobs. The neighbourhoods featured in this report were chosen in part because their housing stock is in this lifecycle window.

Storm exposure and weather-driven demand

Calgary's hail season, wind events, and freeze-thaw cycles drive a meaningful portion of exterior renovation demand each year. Neighbourhoods on the city's east and southeast edges typically see the highest insurance-driven exterior work after major storms. Future versions of this report will integrate storm history and insurance claim density as a third signal layer.

Builder activity and competitive density

Some neighbourhoods are dominated by two or three builders pulling consistent permits — that's both an opportunity (supplier relationships) and a risk (direct-to-homeowner work is harder when one GC owns the area). Other neighbourhoods are spread across many small applicants, which usually means more individual homeowner decisions and more room for direct sales. The featured neighbourhoods above span both patterns intentionally.

WANT THIS FOR YOUR BUSINESS?

Two ways to work with Trades Radar

This sample shows three neighbourhoods. A custom report for your company covers eight to ten priority neighbourhoods, broken down by permit activity, contractor attribution, and dominant work types. It also includes:

- A 30, 60, and 90-day deployment plan tailored to where you currently work and where you want to grow next.
- A separate breakdown of homeowner-direct opportunities and builder/GC opportunities so you can run two parallel sales motions if it suits your business.
- A watch list of two to three neighbourhoods showing early permit signals worth monitoring next quarter — before competitors catch on.
- A short narrative explaining the housing lifecycle, builder concentration, and weather exposure factors that make each neighbourhood worth your attention.
- An exterior trade focus tuned to your business — siding, garage doors, decks, or full exterior renovation — without forcing you to read past sections that don't apply.

Stop guessing. Start deploying.

Pick your city. Pick your trade. We pull 90 days of real permit data, rank every neighbourhood by activity, and tell you exactly where to deploy your crews and marketing this quarter. No guessing. No wasted ad spend.

OPTION 1 — GET YOUR TERRITORY REPORT

Starting from \$97 — delivered within 24 hours

8–10 priority neighbourhoods • contractor attribution breakdown • 30/60/90-day deployment plan • homeowner-direct vs. builder/GC opportunity split

→ tradesradar.ca/report | 587-739-4894

OPTION 2 — DONE-FOR-YOU OUTREACH

We run the outreach. You take the calls.

We identify the homeowners and contractors pulling permits in your target zones, build the contact list, and run automated follow-up through our outreach system. You set the territory and trade. We fill your pipeline.

→ tradesradar.ca/outreach | 587-739-4894