

Calgary Home-Service Advertising Intelligence Report

Construction Activity & Homeowner Investment Signals

Prepared for: **Finest Values & Savings**

City: Calgary, Alberta

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Executive Overview

Construction activity across Calgary produces clear geographic clusters of homeowner investment rather than being evenly distributed across the city.

When these clusters are identified, home-service advertisers can align marketing with neighborhoods where construction and renovation work is actively forming.

Analysis of development activity, renovation cycles, subdivision expansion, contractor activity, and construction permit signals indicates several areas across Calgary where homeowner spending related to property improvement is currently increasing.

For companies advertising to homeowners—such as concrete contractors, roofing companies, landscapers, and renovation trades—understanding where these signals are forming can provide valuable context when planning marketing distribution.

Key Findings

Construction activity across Calgary is currently concentrated in three primary opportunity corridors.

SE Calgary – Mahogany / Seton

Subdivision expansion and increasing homeowner move-ins are producing strong signals for landscaping, concrete work, fencing, and garage door installation.

North Calgary – Livingston / Carrington

New residential development and builder activity are generating demand for home finishing trades and exterior improvement services.

Central Calgary Renovation Corridor – Acadia / Southwood / Lake Bonavista

Mature housing stock built between the 1960s and 1970s is entering renovation and replacement cycles, generating consistent demand for roofing, concrete, electrical, and renovation contractors.

Implication for advertisers

Home-service companies targeting homeowners in these areas are more likely to reach customers actively investing in property improvements.

Calgary Construction Activity Overview

Several construction patterns influence homeowner spending across Calgary.

Subdivision Growth

New residential developments generate demand for services including:

- landscaping and fencing
- concrete driveways and patios
- garage door installation
- painting and finishing work
- window coverings

These services typically appear within the first 6–24 months after homeowners move into new communities.

Renovation Clusters

Older communities generate steady renovation activity as homes reach upgrade cycles.

Typical services include:

- roofing replacement
- driveway replacement

- electrical upgrades
- siding replacement
- backyard patios and landscaping

These neighborhoods often produce consistent opportunities for home-service advertisers.

Accessory Building & Garage Construction

Permits related to garages, accessory structures, and residential additions often trigger demand for contractors such as:

- concrete contractors
- electricians
- framers
- garage door installers
- landscapers

These permits can indicate areas where homeowners are investing in property improvements.

Top Home-Service Advertising Zones – Calgary

Based on construction signals, the following areas currently show strong homeowner investment activity.

Rank	Area	Signal Strength	Key Activity
1	Mahogany / Seton	High	subdivision expansion and garage permits
2	Livingston / Carrington	Medium-High	subdivision growth and new homeowners
3	Acadia / Southwood	Medium	renovation activity
4	Auburn Bay	Medium	landscaping and backyard improvements
5	Huntington Hills	Medium	driveway replacement cycle

These zones represent areas where homeowners are more likely to require home-service contractors.

Emerging Subdivision Radar

Several Calgary communities are currently entering phases that typically produce increased homeowner spending on property improvements.

SE Calgary Growth Corridor

Communities:

- Mahogany
- Seton
- Rangeview

Signals detected:

- residential phase expansion
- landscaping development
- increasing homeowner occupancy

Likely advertiser categories benefiting:

- landscaping companies
- fencing contractors
- concrete contractors
- garage door installers

Estimated households in corridor: approximately **25,000**

North Calgary Development Corridor

Communities:

- Livingston
- Carrington
- Glacier Ridge

Signals detected:

- ongoing subdivision development
- housing completions increasing
- homeowner move-ins rising

Likely advertiser categories benefiting:

- flooring installers
- painters
- window covering companies
- garage door installers
- electricians

Estimated households in corridor: approximately **15,000**

West Calgary Development Areas

Communities:

- Alpine Park
- Vermilion Hill

Signals detected:

- early-stage residential development
- increasing builder activity

Likely advertiser categories benefiting:

- landscaping companies
- fencing contractors
- concrete contractors
- patio and deck installers

These communities represent longer-term growth corridors for home-service demand.

Renovation Opportunity Corridor

Central Calgary neighborhoods built between the 1960s and 1970s are currently experiencing increased renovation activity.

Communities include:

- Acadia
- Southwood
- Lake Bonavista
- Huntington Hills

Signals detected:

- aging housing stock
- renovation permit activity increasing
- exterior replacement cycles

Likely advertiser categories benefiting:

- roofing contractors
- concrete contractors
- renovation contractors
- electricians
- plumbers

Estimated households across corridor: approximately **30,000**

Permit-Classified Opportunity Signals

Construction permits can be categorized to identify specific types of property investment activity.

Recent permit classifications include activity related to:

- garage construction
- accessory buildings
- residential additions
- renovation projects

These permits frequently generate downstream demand for trades including:

- concrete work
- electrical installation
- framing
- garage door installation
- landscaping
- siding

For advertisers targeting homeowners, these signals indicate areas where property improvement spending is occurring.

Contractor & Builder Activity Signals

Construction analysis can also identify contractors and builders actively working in areas where development activity is increasing.

These contractors frequently require subcontractors including:

- concrete contractors
- electricians
- framers
- garage door installers

Understanding contractor and builder activity can also help businesses identify subcontracting opportunities and potential partnerships.

Example Advertiser Application

Concrete Contractor – C&J Construction

Construction signals related to garages and accessory structures suggest increasing demand for concrete work including:

- garage slabs
- driveways
- backyard patios
- sidewalks

Recent clusters of these permits appear in:

- Mahogany / Seton
- Livingston / Carrington
- Acadia / Southwood

Targeting advertising in these neighborhoods increases the probability of reaching homeowners planning property improvement projects.

Advertising Opportunity Timeline

Different types of communities typically generate homeowner spending at predictable stages.

Community Type	Typical Spending Timeline
New subdivisions	landscaping, fencing, patios within first 12 months
Mature neighborhoods	renovations and driveway replacement cycles
Expansion corridors	contractor and subcontractor demand increasing

Understanding these timelines allows advertisers to align marketing with homeowner investment cycles.

Home-Service Advertiser Categories

Construction activity intelligence is particularly relevant for advertisers including:

- concrete contractors
- roofing companies
- landscaping companies
- garage door installers
- fencing contractors
- electricians
- plumbers
- renovation contractors
- exterior home improvement companies

These businesses often depend on homeowners undertaking property upgrades or construction projects.

Example Sales Conversation for Franchise Representatives

Construction intelligence can provide additional context when discussing advertising opportunities with contractors.

Example conversation:

“Recent construction activity shows that Mahogany and Seton are currently producing strong homeowner investment signals. Many advertisers choose to distribute in these areas because construction permits and renovation activity indicate homeowners actively improving their properties.”

This approach helps advertisers understand why certain areas may produce stronger results.

Example Construction Activity Alert

Construction signals can identify emerging opportunity zones.

Example signal:

Location: Mahogany

Signal: 18 renovation permits issued within 7 days

Trades affected: concrete, roofing, landscaping

Signals like these indicate neighborhoods where homeowner spending may be increasing.

Strategic Implications for Finest Values

Construction activity intelligence can support the Finest Values franchise network in several ways.

Advertiser Insight

Provide advertisers with information about areas experiencing increased construction activity and homeowner investment.

Franchise Sales Support

Franchise representatives can reference construction activity signals when discussing distribution areas with advertisers.

Informational Resource for Advertisers

Construction activity insights can help advertisers better understand homeowner investment patterns across the city.

Future Market Intelligence Reports

Similar reports can be generated for other cities as well. When combined with current construction permit activity, development patterns, renovation signals, and contractor activity data, the analysis can be significantly refined to highlight areas where homeowner investment and contractor demand are forming.

Using multiple signals together allows the system to identify construction opportunity clusters more accurately than relying on permit data alone.