

FEB/MAR 2025

WEST CALGARY

YEAR IN REVIEW

2025 MARKET PREDICTIONS

NAVIGATING THE FUTURE
OF HOUSING IN CALGARY

2015 VS 2025: WHAT HAS CHANGED IN 10 YEARS?

FEATURED

16 Wolfwillow Lane

- 7 Car Garage
- 6400+ Sq ft. of Space
- 2.33 Acres

Offered at
\$2,445,000

POPOWICH & COMPANY

A team registered and licensed with eXp Realty
Not Intended to Solicit Those Under Contract with a Real Estate Brokerage

What a Year!

Bring on 2025



TLDR?.....Don't worry, we have your back.

In today's TLDR (Too Long Didn't Read) world, we've decided to take a fresh approach to our annual WEST CALGARY YEAR IN REVIEW.

2024 was a dynamic year for Calgary real estate with no shortage of interesting headlines. Some of Calgary's buzzwords & trending topics were: **Blanket Rezoning, Inventory Shortage, Interest Rate Drops** and **Bidding Wars**.

We started and ended the year in a Sellers market, and while market stats suggest it was a year of "UP's" there are some considerations as we move into 2025.

Year over year I am truly grateful and humbled by the trust and support of the West Calgary community. Your belief in Popowich & Company fuels our team and we are excited to continue to serve you in 2025. Cheers to a fantastic year ahead!

Jonathan Popowich



2024...What's UP?



Virtually all real estate measurables for Calgary & Area fall into the "UP" category.

- **New Home Construction:** 2024 was a record breaking year with 22,652 new home starts which is up 15.7% from the year before.
- **Prices:** Prices peaked in June of 2024 at nearly 15% higher than the year before, however finished in December at 7.43% over 2023.
- **Inventory/Months of Supply:** 2025 is starting with a 38% increase in inventory, and 2.26 Total Months of Supply. This is welcomed by Buyers who are looking for more options and a less stressful buying process.
- **Days on Market (DOM):** The Average Days on Market for listings in Calgary finished the year at 37. This is a 26% increase from 2023.
- **Population Growth:** Calgary's population reached approximately 1,665,000 in 2024, reflecting a 1.55% annual increase, which equates to about 70 new residents each day.
- **Unemployment Rate:** Unemployment levels stayed virtually flat in 2024 compared to 2023, with a modest increase from 7.6% to 7.8% . Top growth sectors for new jobs include the construction industry, and retail trade.

What Went Down?



- **Interest Rates:** The Bank of Canada reduced its policy interest rate by 25 basis points to 3.00% in Jan 2025, marking the fifth consecutive cut aimed at stimulating the economy.
- **Sales Volume:** Overall, 2024 sales were nearly on par with 2023, as gains in higher-priced homes balanced declines in more affordable segments, which faced persistent supply constraints.
- **Net Migration Rate:** Although Calgary (and Alberta) is still seeing it's population expand, the **rate**** at which we are growing is slowing. 2024 saw a provincial net migration rate of 4.4% with Q4 representing over 20% reduction from the year before. 2025 is forecasted to see only 1.9% growth Alberta wide.

Statistics based on total Calgary residential sales - Jan 1 - Dec 31 2024, Source CREB MLS®

**2025 CREB Market Forecast



POPOWICH & COMPANY

2024 Team Stats

(Based on closed transactions only, January 1 - December 31, 2024)

168

REAL ESTATE
TRANSACTIONS

\$183,515,000

TOTAL VOLUME
CLOSED

\$1,098,200

AVERAGE TRANSACTION
PRICE

315

GOOGLE REVIEWS -
5 STAR RANKING

0

TIKTOKS OF US DANCING
OR POINTING AT
DISAPPEARING WORDS IN
THE AIR

#1
TEAM

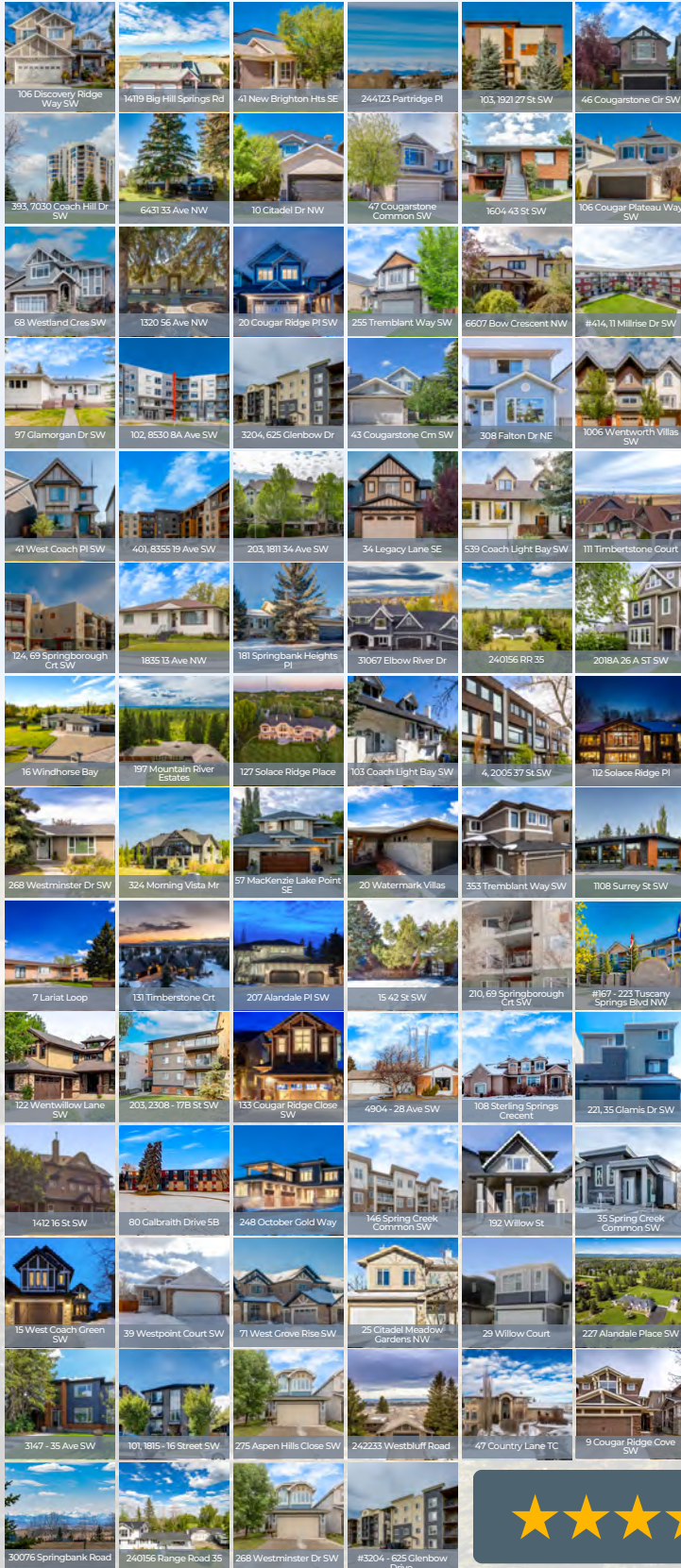
FOR VOLUME OF REAL
ESTATE SOLD IN WEST
CALGARY* (T3H AND T3Z
POSTAL CODES).
#1 BY A LONG SHOT!



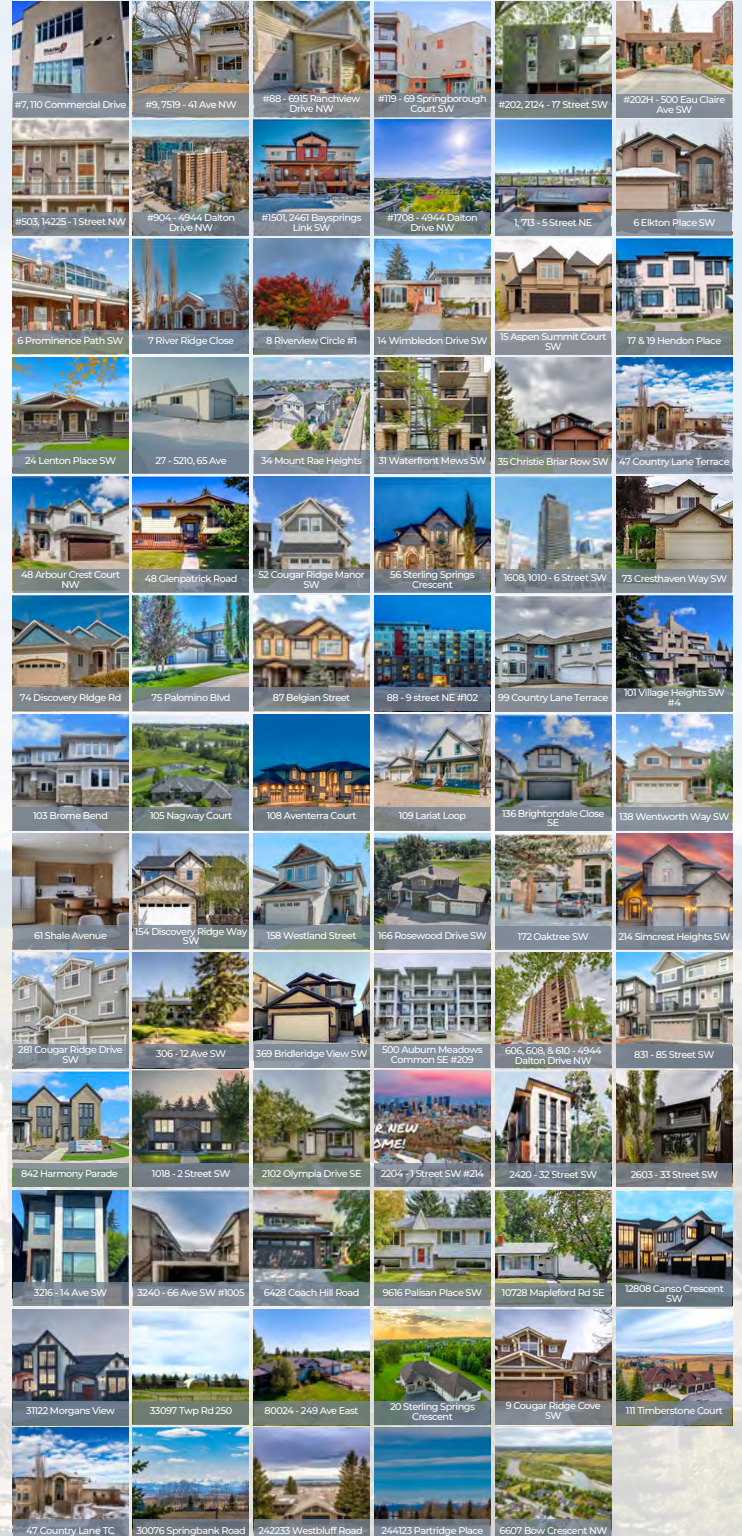
What We Were Up To in 2024

Represents Popowich & Company Buyer or Seller Transactions, Closed, between January 1 and December 31 2024.
Images used with consent

BUYERS



SELLERS



100% CLIENT SATISFACTION!

*Hi Neighbour!
We're pleased to meet you*



JONATHAN POPOWICH
Associate Broker & Team Lead



DONNA PULLAR
Sr. Associate, REALTOR®



SHAUN SWEETNAM
Sr. Associate, REALTOR®



SHAELYN WOODS
REALTOR®



MICHELE PANKIW
REALTOR®



KELLI LOPUSHINSKY
REALTOR®

Jonathan and team have been doing this a long time and it shows. House was sold in two days at the price we wanted. Very smoothly executed from start to finish. Highly recommend!!

- Wayne M.



"The team at Popowich & Company did an amazing job and helped get my property sold incredibly quickly at a great price."

- Frankie-Lou N.



About POPOWICH & COMPANY

We are a small team that is laser focused on seeing the success of our clients & delivering an amazing client experience, regardless of price point.

No egos, no gimmicks, no distractions, just **stuff that works.**
The **stuff**?: expert marketing strategy, expert negotiations, expert client care.



Time to Make a **Move?** Let Us Help!



1

Scan the QR Code to Book Your FREE Home Evaluation

Jonathan will be in touch with you right away to learn more about your property and your goals!



2

In-Person Meeting

We present a Comparative Market Analysis (CMA), set a competitive listing price, and outline our strategy to maximize your home's value.



3

Complimentary Staging Consult and House Preparation

Our professional stager suggests enhancements to boost your home's appeal, recommending trusted professionals for any necessary upgrades.



4

Customized Marketing and Listing Launch

We have a keen eye for specifically WHO we need to be marketing to. Here we will gather the highest quality assets including things like photos, video, measurements and more so we can present your property in the best possible way. You only get 1 first impression!



5

Showings, Offers, and Negotiations

It may sound scary, but with 1000's of properties under our belt, we have the experience to minimize disruption to your life and help you succeed with a well executed negotiation strategy.



6

Close and Celebrate




















Congratulations! With a SOLD sign on your property, you're ready for your next chapter. We manage all real estate documentation, deposits, and paperwork, providing task lists and email reminders to guide you through each step.

Let's Chat!

Either a casual coffee at your favorite shop or a tailored listing proposal for your property, reach out and we can get the ball rolling!

Call/Text: **403-923-4700** | Email: **Hello@popowichrealestate.com**

Calgary Over the Last 10 Years...

	2015	2025	
 POPULATION IN CALGARY	1,195,194	1,682,509	+41%
 AVG. HOUSE PRICE*	\$517,887	\$748,683	+44.6%
 AVG. HOUSEHOLD INCOME	\$98,000	\$108,560	+11%
 AVG. 5-YEAR FIXED MORTGAGE RATE	3.5%	4.14%	+18%
 GAS PRICE	\$0.90 per litre	\$1.45 per litre	+59.5%
 4 LITRE JUG OF MILK	\$3.89	\$5.50	+41%
 PRICE OF GOLD PER OUNCE	\$1,158 USD	\$2,750 USD	+237%
 COST OF A MCDONALD'S BIG MAC	\$5.25	\$7.59	+47%
 NVIDIA SHARE PRICE** NASDAQ: NVDA	\$0.48 USD	\$149 USD*	+30,941%
 PRICE OF BITCOIN**	\$220 USD	\$109,356 USD*	+49,607%
 MAYOR OF CALGARY			
 PRIME MINISTER		 ?	

* CREB Stats, Jan 2015 and Jan 2025 Benchmark Price SF Detached Residential, City of Calgary | **Market high for January 2025

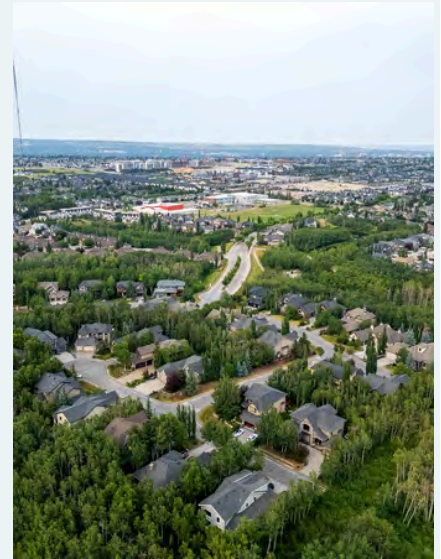
Headlines from 2024 & Market Predictions for 2025



Anticipated Trends in Calgary*

"Calgary's housing market is expected to stay strong in 2025, with sales forecasted 20% above long-term trends." Calgary's real estate market is poised for continued growth into 2025. While we enter 2025 in a continued Seller's market, we are trending into more balanced conditions with increasing inventory, more new build options, and lower interest rates. Slowing migration will also create less competition for Buyers and trends are already showing us that the time it takes to sell a property is slowing increasing as well.

Overall the market sentiment in Alberta is one of positivity. With it being an election year, there is always some sense of uncertainty from political impact, however Alberta is well positioned for investment, job creation and security. Prices across all residential sectors are anticipated to increase by approximately 3% in 2025.



Mortgage Rule Changes

Effective December 15, 2024, the federal government introduced mortgage rule changes aimed at facilitating home purchases for those obtaining insured mortgages. Key modifications include:

- **Increased Price Cap:** The maximum price for insured mortgages has been raised from \$1 million to \$1.5 million, allowing buyers to make lower down payments on higher-priced homes.
- **Extended Amortization Periods:** First-time buyers and purchasers of new constructions can now opt for a 30-year amortization period, up from the previous 25 years, potentially lowering monthly payments.

These rule changes don't affect all segments of the market, however, they greatly impact our market in West Calgary. The benchmark average West Calgary single family detached home was \$957,292.00 in 2024. With continued inventory shortages, these mortgage rule changes will bolster sales between \$1,000,000-\$1,500,000 by increasing the buyer pool.

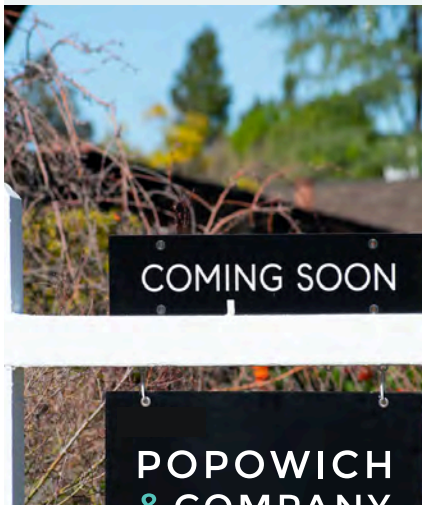


Blanket Rezoning

Calgary's city council approved a blanket rezoning bylaw in May 2024, introducing Residential Grade-Oriented Infill (R-CG) zoning as the default residential district citywide. This change permits a broader range of housing types, including single-detached homes, semi-detached homes, duplexes, and rowhouses, in areas previously limited to single-family residences

The public hearing held on April 22, 2024 was the largest in the City's history with over 70% of speakers and 88% of written submissions opposing the proposal. May 14, 2024 council voted to pass blanket rezoning, and on August 6, 2024 the zoning changes came into effect. This has been met with massive public opposition including ongoing legal battles from concerned Calgarians.

Curious what this rezoning might mean for you & your community? Reach out and we'd be happy to offer our opinion.



Coming Soon & Exclusive Listings

In 2024, the Canadian Real Estate Association (CREA) implemented new regulations affecting 'Coming Soon' and exclusive listings.

These changes mandate that properties labeled as 'Coming Soon' must be listed on the Multiple Listing Service (MLS) within 3 days, ensuring greater transparency and fairness in the market.

For Buyers: this rule change creates a level playing knowing that all listings will be available within a specified period of time including all property information.

For Sellers: some perceive the inability to publically market an Exclusive or Coming Soon listing for longer than 3 days limits their desired approach to selling.

To discuss how to masterfully execute your lawful exclusive / coming soon options - contact our team.

Mark Your Calendar!



Acreage Buying Seminar

Date to be announced for early March 2025!

Check our website or scan below to be kept informed of the details.

Considering moving to the country? This 90-minute, free, educational event is open to anyone interested in finding and/or living on an acreage. Popowich & Company has represented hundreds of acreage buyers and sellers, and this is a crash course on everything 'country residential.' From wells and septic systems, to subdivisions, schools and everything in between.

Registration is required as spaces are limited. PLUS, attendees may get a sneak peak at some upcoming listings at this private event.

Details at www.popowichrealestate.com/acreage-buying-seminar-2025/

DID YOU KNOW...

Popowich & Company was involved in **over 30% of all acreage transactions in Springbank in 2024?**

Have something specific you are looking for? We may have just the thing in mind for you.

SCAN FOR
SEMINAR INFO



If you would like a **FREE 2025 hanging wall calendar or 2025 day planner**, send us an email and we will happily send you one in the mail!
hello@popowichrealestate.com

Thinking of **Buying** or Time to **Rightsize?**



1

Scan the QR code or Call/Text to Book a Meet & Greet!

Here we will understand your goals and objectives and come up with a gameplan.



2

Getting Our Ducks in a Row

Especially in a tight inventory market, we want to make sure that when that right property comes up, that you are ready to move forward! If you require a mortgage or financing, its best to take care of that due diligence immediately so we can demonstrate to a seller that you are qualified and ready to go. This just might be the thing that gives us an edge over another Buyer.



3

Starting Your Search

Once we've established your needs, we'll handle the search using automated tools and local expertise to present you with daily options. From there, we'll view properties together, refine your preferences, and zero in on the perfect match.



4

Making an Offer

Once we have found the perfect place, its time to make an offer. Here we will draft the terms and conditions of the purchase contract and negotiate it with the Seller's agent. Our focus is to get you the best price possible, while also achieving other favourable terms and protective conditions. Need any experts along the way? No problem. Our preferred Vendors list is a great place to start for a rolodex of the best of the best service providers that we have personally vetted.



5

Congrats! You've Bought a Home

Post-purchase, we facilitate a smooth transition by offering helpful checklists, access to our complimentary moving trailer, and connections to reputable contractors for any home improvements.

Let's Chat!

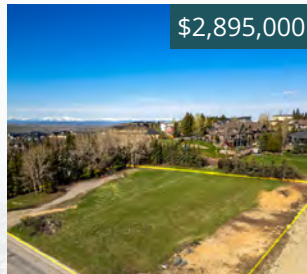
Let's start our buying journey together. Reach out now to get started.
Call/Text: **403-923-4700** | Email: **Hello@popowichrealestate.com**

Check Out Our Featured Listings!

We are pleased to present the following feature listings! For complete details or to book a private tour, please visit PopowichRealEstate.com or call our office.



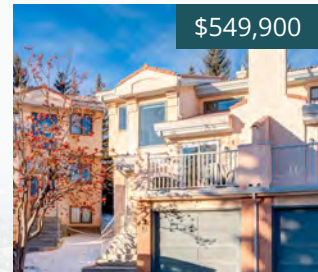
\$2,300,000



\$2,895,000



Inquire for Price



\$549,900

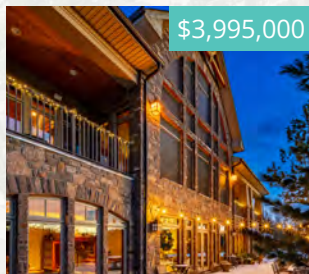
WEST CALGARY

211 Aspen Ridge Place

36 Elmont Drive

3239 Signal Hill Drive

#13 - 5810 Patina Drive SW



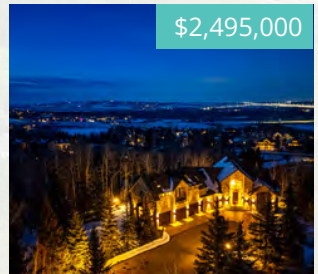
\$3,995,000



\$1,995,000



\$999,000



\$2,495,000

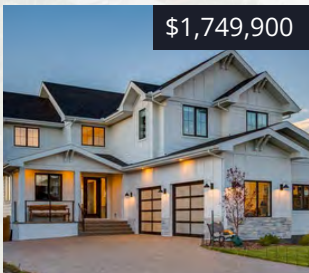
ELBOW VALLEY

32 Wolfwillow Ridge

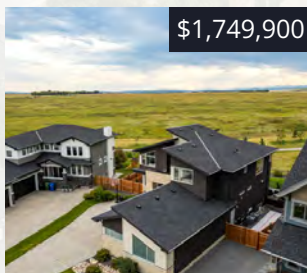
127 Winding River Rise

236 Whispering Water Way

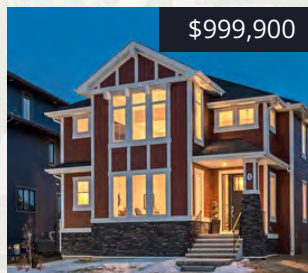
16 Wolfwillow Lane



\$1,749,900



\$1,749,900



\$999,900

HARMONY

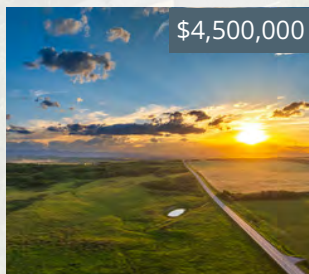
63 Chokecherry Ridge

43 Prairie Smoke Rise

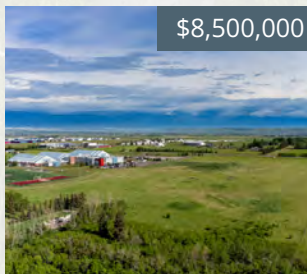
9 Paintbrush Park



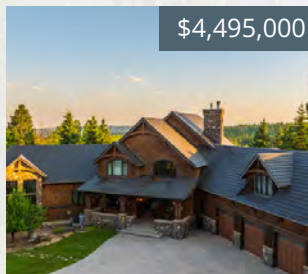
Want to know your property's value? Call or Text
[403-923-4700](tel:403-923-4700)



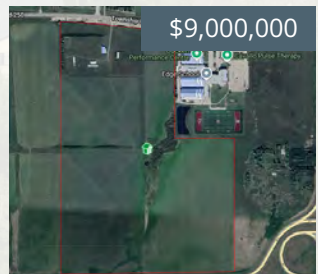
\$4,500,000



\$8,500,000



\$4,495,000



\$9,000,000

ACREAGE & COMMERCIAL

160 Acres on Springbank Rd

33019 Township Road 250

154029 264 Street W

Trans Canada Highway - 87 Acres

CLIENT SATISFACTION



Testimonials

I cannot recommend Jonathan Popowich highly enough! From the moment we decided to sell our family home, he made the entire process seamless and stress-free. Jonathan brought a wealth of knowledge and expertise to the table, guiding us with strategic pricing and marketing that ultimately led to our house selling for top dollar!

- Enzo R. ★★★★★

Shaelyn is a wonderful realtor! Her knowledge of the industry was indispensable to us. She helped us get our dream home during an incredibly competitive market and she helped us sell our existing home in a much slower market. She was always there to support us and answer any questions we had. She worked tirelessly to help us find the perfect home. We are so grateful to her and her whole team.

- Sass P. ★★★★★

So happy I found Shaun Sweetnam from Popowich & Co. I knew it was time to upgrade to a larger home but I was so NERVOUS. Do I sell first? Do I buy first? Shaun walked me through the whole process, set me up with a new mortgage broker, lawyer and home inspector (who all provided amazing service). Every single thing went to plan and was taken care of. Including selling my current home in TWO DAYS! Shaun listens to what you want and gets things done. And he's pretty funny to boot.

I would 100% use Shaun again and definitely recommend his services.

- Lanna C. ★★★★★

We worked with Michele on the sale of our home and purchase of our new home. She is fabulous to work with. So knowledgeable, a great listener, quick at all communication, incredibly patient and good with the jokes. We had specific needs for our new home and were a little picky and she didn't bat an eye once. Not even after dragging her to many houses just for us to say no. If you want to work with the best and someone with a great personality, then pick Michele, you won't go wrong.

- Angela B. ★★★★★

We worked with our wonderful realtor, Donna Pullar, who has been an amazing partner - taking the time to understand our needs, learn about our plans to grow our family and dedicated her efforts to finding the perfect family acreage for us in Springbank.

Donna's unparalleled professionalism left me feeling as though our time was valued and like we were her only clients. In fact, there were many moments of support and kindness shown by Donna that went above and beyond her professional duties.

- Lin ★★★★★

Join the 5-Star Club!

315+ Clients Have Spoken on Google!



Thank You

A HUGE THANK YOU for your continued Trust & Support for our team at Popowich & Company.

With all of our team living in West Calgary, you take #supportinglocal to a whole new level. I feel privileged every day to lead such a fine group of talented professionals that care so deeply about the clients we serve.

We look forward to continuing to work together in the future and constantly striving to elevate the home buying and selling experience.



Jonathan Popowich

Associate Broker, Realtor®

POPOWICH & COMPANY

CALL OR TEXT JONATHAN DIRECTLY: [403-923-4700](tel:403-923-4700)

EMAIL: JONATHAN@POPOWICHREALESTATE.COM

WWW.POPOWICHREALESTATE.COM

