

DIAMOND VALLEY · ALBERTA · PHASE 1



DIAMOND RIDGE

This is *Real* Luxury.

DIGITAL BROCHURE · JULY 2026

ROOT9 MARKETING



02 · DIAMOND VALLEY

Country, close to the city.

Diamond Valley sits in the heart of the Alberta foothills — country town pace, open land, big sky. Calgary is forty minutes north. The Rocky Mountains are visible from almost every corner of the development. A place where neighbours know each other, strangers wave to each other on the street and a pace that allows you to experience life in a completely different way.

Formed January 1, 2023 — when the beloved towns of Turner Valley and Black Diamond officially amalgamated after decades of sharing the same river, the same mountains, and the same small-town heart.

A town with 58 years of annual parades. A Main Street with boutique shops, craft breweries, legendary cafés, and people who still wave at strangers.

You'll find Eau Claire Distillery Alberta's first craft distillery, Hard Knox Brewery and Black Sheep Coffee just a short walk from your front door. The Chuckwagon Café, featured on national television, is here. Sheep River Falls, Blue Rock Wildland, and some of the best hiking and biking trails in Southern Alberta are right on the doorstep.

Diamond Valley is a town with 100 years of soul that just happens to have room for you.



03 · THE LAND

Room to breathe, to build, to stay.

Two builder partners, Sen Homes and Albion Homes, are building inside the development. Well made homes, by reputable builders in a stunning area.

Diamond Ridge is a fully-serviced, master-planned residential community designed for families, investors, and buyers who want to do something different with their real estate dollar. 229 lots, thoughtfully laid out — every decision made with the integrity of Diamond Valley in mind.

HOMESITES AVAILABLE

16

LOT SIZES

14m x 35m

PRICED FROM

\$550,000 for lot + home

FIRST SHOWHOMES

June 2026

TO CALGARY

30 minutes to city limits



04 · THE BUILDERS

Two builders. One standard.

Every development is shaped by the people who build it. Diamond Ridge is built by two partners chosen for their craft, their care, and their fit with this place.



SEN HOMES

Designed with intention. Built with integrity

Sen Homes is a family-owned boutique builder rooted in a simple belief: a home should be built the way you would build it for your own family — with care, honesty, and direct accountability at every step. Founded by Greg and Nishka, Sen Homes was built on trust, hard work, and a commitment to treating every client like family, a standard that carries through every home they deliver.

They offer nine refined models across thirteen layout configurations — designed for this land, this climate, and the way people actually live here.

Peace-of-mind construction backed by exceptional customer service, premium Canadian-made materials, and a dedicated VIP client portal that tracks every milestone and finish.

senhomes.ca



ALBION HOMES

Custom homes for the long run.

Albion is led by three partners with over sixty years of combined experience:

Grainger Nimmo: Six decades in construction. The legacy figure behind Albion's reputation for craftsmanship that lasts.

Jon Schofield: Registered architect with globally recognized projects. Overqualified, by design.

Paige Winter: Marketing, branding, and the homeowner's voice in every room. They offer fully custom homes designed from scratch with their in-house architecture team or a curated selection of pre-designed models. Every Albion build moves through a six-step process and is backed by a comprehensive warranty.

albiongroup.ca

05 · THE DEVELOPMENT

4 Phase - Master Planned Community

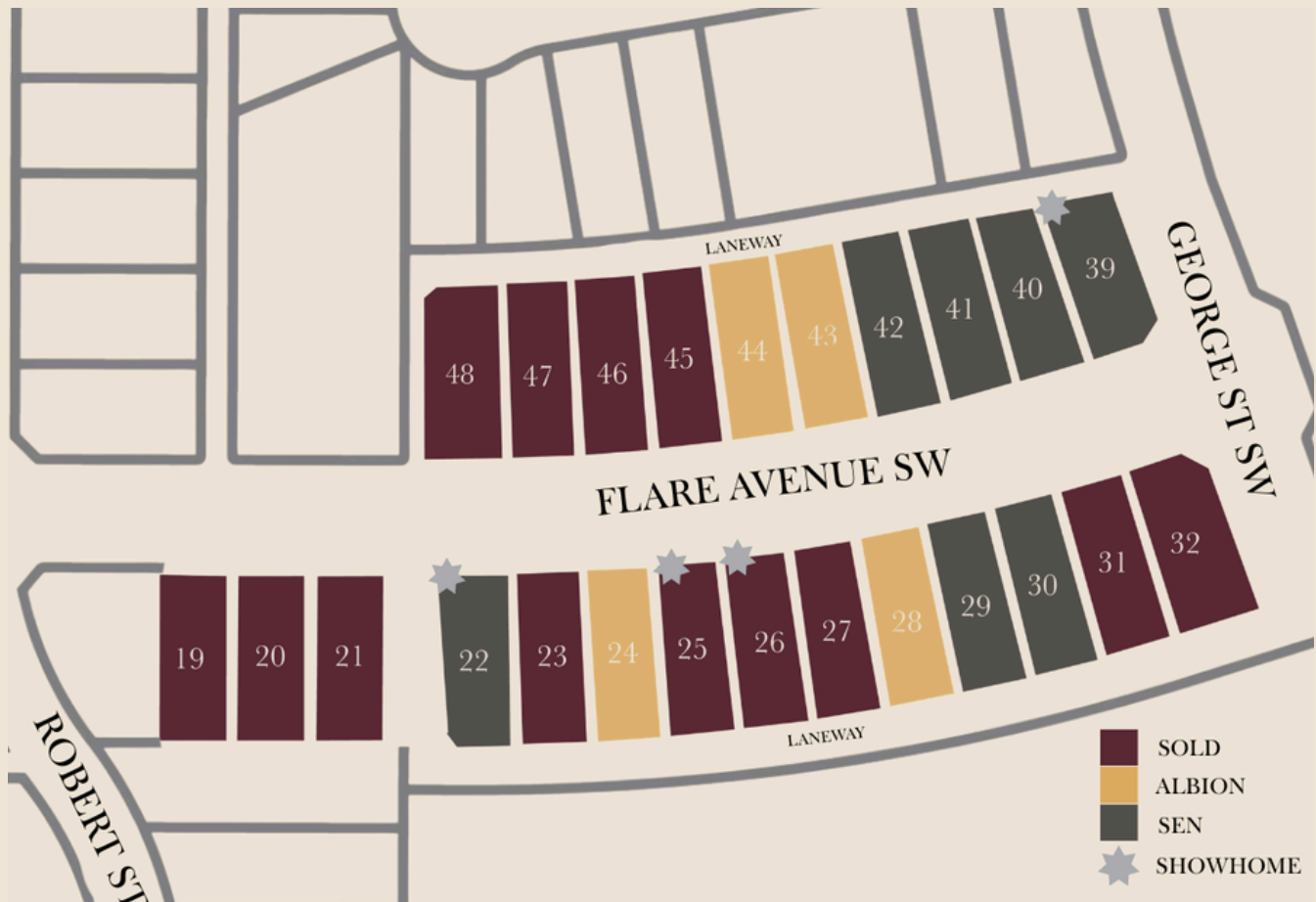
Diamond Ridge unfolds over four phases — a deliberate pace that protects the land, the road network, and the character of the place as it grows. A walking trail will surround the entire perimeter along the pond.

Phase 1 isn't just the beginning of Diamond Ridge — it's the moment in this community's story where the price is lowest, the selection is best, and the opportunity is greatest. The buyers who came first to every Alberta master-planned community built the most equity, had the most choice, and paid the least for the privilege. That window is open right now.



06 · PHASE 1 SITE PLAN

The first phase.



Only 11 Lots Left.

Diamond Ridge is built for the life you actually want — slower, wider, closer to the land. The kind of country that has always been here, made available now.

Subject to change. Current availability at diamondridgeliving.ca

7 · IN PROGRESS

Real progress.

Diamond Ridge is not a render. Phase 1 servicing is complete, curbs are in and roads will be finished in a matter of weeks. The first showhomes are framed and opening this June. Everything is shaping up here and looking more like a community every day.

The developer didn't hand the keys to someone else — he picked them up himself. Don Beaton, a local cowboy who has lived in these foothills for 30 years, is on the ground every week, shaping this community personally.



ON THE GROUND · 2026

PROGRESS UNDERWAY

Sen Homes and Albion are busy bringing the development to light. Both builders will have showhomes completed June 2026. Come and check out the progress for yourself.

Call 403-636- 1855 to schedule a viewing today.



8 · THE DEVELOPER

*Every development has a developer.
Not every one has a story like Don's.*

Diamond Ridge is built by a local cowboy who loves this town.

This isn't a Vancouver investment group. This isn't a Calgary corporation that found a parcel of land on a map and saw a return on investment.

This is a local cowboy who loves this town. Someone who knows Diamond Valley not as a market opportunity but as home — who has watched this community grow, who knows its people, and who understands its rhythm.

When you grow up in a place like Diamond Valley, you develop a fierce, quiet protectiveness over it. You know what makes it special. You know what could ruin it.

When the opportunity came to shape what the next chapter of this town looks like, Don didn't hand it to someone else. He picked up the keys to an excavator and got to work himself.

That matters more than it might sound.



Phase 1 is selling now.

Diamond Ridge is a community being built by someone who loves the town it's in — not someone extracting value from it. New homes, on your lot, in a town with real character and real amenities, only 30 minutes from Calgary city limits. The answer to the question a lot of Calgary families have been quietly asking: Is there somewhere better than this? Somewhere we can actually afford? Somewhere that feels like home? Yes. There is.

And a local cowboy broke the ground to prove it.

HOW IT WORKS

01 **Register your interest.**

Tell us what kind of homesite suits the life you have in mind.

02 **A conversation with our team.**

Within 24 hours. No script, no pressure. A walk through what is currently available and where you would fit.

03 **Visit the land.**

Come walk the site with our team. See the views, feel the scale, meet the builders. Most people know within minutes. We'll arrange it around you.

04 **Reserve your homesite.**

When you find the one, a refundable deposit holds the homesite while paperwork moves. Full process explained at the table.

The families buying here are building right now.

Phase one won't last — and phase two won't be this price.

Ready when you are.

diamonddridgeliving.ca | 403.636.1855

10 • REGISTER YOUR INTEREST

Come & see for yourself.

The fastest way to understand Diamond Ridge is to walk it. Register your interest and we will be in touch within 24 hours.

ONLINE

diamondridgeliving.ca

BY EMAIL

info@diamondridgeliving.ca

BY PHONE

403 • 636 • 1855*This is Real Luxury.*