

**Outreach Activities for Implementing HB 231 and SB 542
(Homestead and Long-Term Rental Property Tax Relief)**

This document provides a summary/fact sheet of the Department of Revenue’s outreach efforts to implement House Bill 231 and Senate Bill 542. The table below consolidates major activities such as press releases, letters, emails, media appearances, web resources, and other communications that were used to inform Montana property owners about the new property tax relief programs, who qualifies, key deadlines, and how to apply or verify enrollment, recognizing that numerous additional day-to-day contacts and media interactions also supported this work.

Websites/FAQs/Rebate info	Jun 2025-current	The Department of Revenue’s online resources for the 2025 property tax rebate (GetMyRefund.mt.gov) and the Homestead and Long-Term Rental Reduced Tax Rate (Homestead.mt.gov), together with their FAQs, served as the central hub that other outreach directed people to, explaining who qualified for the rebate and reduced rates, key ownership and occupancy requirements, application windows and online enrollment steps (including automatic enrollment for some 2025 rebate recipients), and providing tools for taxpayers to apply, verify enrollment, review answers to common questions, and obtain assistance from the Department of Revenue.
Posters/Flyers	10/01/25	This flyer announced that reduced property tax rates for homesteads and long-term rentals would begin in 2026; highlighted the December 1, 2025–March 1, 2026, application window; clarified who automatically qualified and who must apply; directed people to Homestead.mt.gov for details; and was posted in every Department of Revenue field office statewide and public offices on a county-by-county basis.
AARP Townhall	10/08/25	During this event, DOR messaging focused on raising early awareness that a new reduced property tax rate for primary residences and long-term rentals would start in 2026; that an application period from December 1, 2025, to March 1, 2026, would be required for most property owners; and that additional details and enrollment instructions would be available at Homestead.mt.gov as the window approached. Some promotions appeared as banners or on-screen notices rather than a full interview. An estimated 100-200 individuals attended the town hall.
Gentax letter	10/29/25	DOR mailed 220,000-225,000 tailored Gentax letters to residential property owners based on their 2025 property tax rebate filing status, informing approved rebate claimants that their principal residence was automatically

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		<p>enrolled in the 2026 Homesteads and Long-term Rentals Rate Reduction. An additional 180,000-185,000 letters were mailed to other potentially eligible owners of properties that didn't claim a rebate, letting them know of the upcoming enrollment period, that they might qualify, and must apply during the December 1, 2025–March 1, 2026, application period. The second letter also outlined key principal-residence and long-term rental eligibility requirements. Both sets of letters explained that any tax relief will first appear on the November 2026 property tax bill and directed all letter recipients to Homestead.mt.gov for more information and to confirm or submit enrollment.</p>
<p>First email for allied organizations</p>	<p>11/26/2025</p>	<p>This email asked partner and allied organizations to help share information about the new homestead and long-term rental reduced property tax rate, outlined who is automatically enrolled versus who must apply, and linked to Homestead.mt.gov and DOR contact information so their members could learn more and enroll before the March 1 deadline.</p>
<p>Social media posts</p>	<p>12/15/25 – 03/20/26</p>	<p>The social media posting schedule was strategically developed using Hootsuite analytics to support campaign goals of extending reach, building awareness, increasing engagement, and driving traffic to the Homestead portal and informational resources. Posts were scheduled consistently throughout the campaign period to maintain visibility and audience engagement across platforms. The first phase of the campaign promoted the original March 1 application deadline. Posts were published between December 12, 2025, and March 1, 2026, with increased posting frequency as the deadline approached. A total of 13 posts were scheduled during this phase (December 12 and 25; January 6 and 23; February 2, 10, 17, 24, 26, and 27; and March 1). The second phase of the campaign promoted the extended March 20 deadline. Posts were scheduled from February 27 through March 20, 2026, with 20 additional posts published across social media platforms. This phase included posts on February 27 and March 1, 3, 4, 6, 7, 9, 10, 12, 13, 17, 18, 19, and 20.</p> <p>Facebook</p>

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		<p>The highest-performing Homestead campaign posts achieved the strongest reach and engagement during the campaign period. Overall, the Facebook campaign reached more than 26,000 users across Montana.</p> <p>Instagram</p> <p>The February 27 post announcing the new March 20 deadline was the top-performing post of the analyzed period. It achieved the highest reach, reaching 571 users, and outperformed the next-closest post by more than 24%.</p> <p>X</p> <p>The highest-performing post was the March 7 Homestead classification deadline extension post, which earned 57 impressions and achieved a strong engagement rate of 15.79%.</p> <p>LinkedIn</p> <p>Homestead posts averaged engagement rates between 1.59% and 7.27%. This performance was expected, as LinkedIn’s algorithm generally favors content related to hiring and professional opportunities. Despite this, the Homestead press release posted on February 2 achieved the third-highest reach of the campaign period, with 81 impressions.</p> <p>Detailed post-performance metrics, including reach, impressions, and posting dates, are available in a separate Hootsuite PDF report.</p>
<p>Call Center phone recording/hold message for Homestead and LTR</p>	<p>12/18/25</p>	<p>This automated phone message briefly informed callers that reduced property tax rates for qualifying homesteads and long-term rentals would begin in 2026, noted that most property owners must enroll between December 1 and March 1 to receive the lower rate, and directed them to Homestead.mt.gov for eligibility details and online enrollment.</p>
<p>Press release 2</p>	<p>01/05/26</p>	<p>This press release reminded Montana homeowners and long-term rental property owners about the 2026 reduced property tax rate program and the December 1, 2025–March 1, 2026, application window. It directed them to Homestead.mt.gov for eligibility details and application instructions. Public information from DOR and third-party summaries confirmed that during this period, DOR encouraged property owners to use Homestead.mt.gov to learn about the new reduced rate for qualifying primary</p>

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		residences and long-term rentals and to submit applications by the March 1 deadline.
Press release 3	01/16/26	This press release announced that enrollment for the homestead and long-term rental reduced property tax rate has passed the halfway point, noting that thousands of Montana property owners and more than 197,000 properties were already enrolled, reminding qualified homeowners and long-term rental property owners that they have until March 1 to sign up, and directing them to Homestead.mt.gov as the fastest way to apply and get more information, with a warning that mailing a paper application would add processing time.
Aging Horizon	01/24-25/2026	This outreach highlighted how the homestead reduced tax rate can help older Montanans on fixed incomes, explained that homeowners who received the 2025 property tax rebate were generally automatically enrolled for the 2026 homestead rate on the same primary residence, and encouraged seniors and their caregivers to visit Homestead.mt.gov or call the Department of Revenue with questions before the March 1 enrollment deadline.
Press release 4	02/02/26	This press release reminded qualified Montana homeowners and long-term rental property owners that the March 1 deadline to enroll for the reduced property tax rate was approaching, urged them to apply online at Homestead.mt.gov as the fastest option, and explained that mailing a paper application would add processing time while directing taxpayers to the website for more information and enrollment.
Second email for allied organizations	02/04/26	The email asked allied organizations to share information with their members about how Montana homeowners and landlords can enroll by March 1 to receive a new Reduced Property Tax Rate for 2026, including automatic enrollment details for those who claimed the 2025 rebate and who qualify for the program. It directed property owners to Homestead.mt.gov or a phone support line for enrollment, eligibility criteria, and frequently asked questions about this property tax relief.
Press release 5	02/13/26	This press release reminded qualified Montana homeowners and long-term rental property owners that they have two weeks, until March 1, to enroll for the 2026 reduced property tax rate, encouraged online enrollment at Homestead.mt.gov as the fastest option, explained that

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		paper applications received after March 1 would be ineligible, and noted that the portal would reopen on April 1 for new 2027 applications while those already enrolled do not need to reenroll.
Post card	02/17/26	This postcard was mailed to 109,000 Montana homeowners and landlords to let them know that residential property, including rentals, may qualify for reduced property tax rates in 2026. The postcard urged recipients to enroll online at Homestead.mt.gov by March 1 (later extended to March 20), and listed examples of the property types that must enroll as single-family homes, manufactured homes, apartments, ADUs, multifamily buildings, farm and ranch employee housing, and other units connected to a primary residence. The postcard also emphasized that any rented property must be enrolled to receive the Reduced Property Tax Rate.
Press release 6	02/23/26	This press release announced that this was the last chance for qualified Montana homeowners and long-term rental property owners to enroll by March 1 for the 2026 reduced property tax rate, urged taxpayers to use Homestead.mt.gov for quickest processing, stated that paper applications received after March 1 cannot be processed, and explained that the portal will reopen on April 1 for new 2027 applications while confirming that those already enrolled do not need to reenroll.
Voices of Montana interview	02/25/26	According to Department of Revenue outreach records, DOR staff participated in a Voices of Montana segment in late February 2026 to discuss the homestead and long-term rental reduced property tax rate program. Publicly available DOR materials and media coverage show that, at that time, DOR explained that qualifying primary residences and long-term rentals could receive a reduced 2026 tax rate, that most owners needed to apply by the early-2026 deadline (later extended to March 20, 2026), and that Homestead.mt.gov was the primary source for eligibility information and enrollment. Still, specific statements made during the broadcast should be verified against the recording or internal notes rather than assumed from these general materials.
Emails to filers with incomplete applications	02/17/26, 2/26/2026	DOR sent an initial reminder email to 1,930 property owners who had started but not submitted online applications for the homestead or long-term rental

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		<p>reduced property tax rate, advising them to complete and submit their filings by March 1, 2026, via the provided SmartFile links, and offering phone assistance at 406-444-6900 if needed.</p> <p>A follow-up reminder email was sent to 2,559 property owners who had started but not submitted online applications for the homestead or long-term rental reduced property tax rate. It advised them to complete and submit their filings by March 1, 2026, via the provided SmartFile links, and offered phone assistance at 406-444-6900 if needed.</p>
Third email for allied organizations	3/6/2026	This email informed allied organizations that Governor Gianforte extended the enrollment deadline for the Homestead Reduced Tax Rate and related reduced property tax rates to March 20, asked them to notify their members that eligible homeowners, employee housing owners, and long-term rental property owners must enroll by March 20 to receive the reduced 2026 rates (unless automatically enrolled because they claimed a 2025 property tax rebate), explained key qualification criteria for homesteads and long-term rentals, and directed property owners to Homestead.mt.gov or a DOR support line for more information and to verify or complete enrollment.
Press release 7	03/10/26	This press release announced that qualified Montana homeowners and long-term rental property owners have 10 additional days, until March 20, 2026, to enroll in reduced 2026 property tax rates, with online enrollment at Homestead.mt.gov encouraged as the fastest option; paper applications submitted after March 20 would be ineligible. The primary audience was Montana homeowners, long-term residential landlords (including those with ADUs or other onsite rentals), and partner organizations or media outlets who can help share enrollment and deadline information with eligible taxpayers.
Press release 8	03/18/26	This press release announced that qualified Montana homeowners and long-term rental property owners have only a few days left, until March 20, to enroll for the 2026 reduced property tax rates, urged them to use Homestead.mt.gov as the fastest way to apply, explained

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		that paper applications received after March 20 cannot be processed, and noted that rental units attached to a primary residence, such as ADUs or outbuildings, must be separately enrolled to qualify.
Press Release 1 (2027 applications)	05/01/26	This press release announced that the enrollment portal would open on May 4, 2026, for homeowners who were not previously enrolled to apply for the 2027 Homestead and Long-Term Rental Reduced Rates, explained that taxpayers already enrolled for 2026 do not need to reenroll unless there has been a change in ownership, noted that new owners must enroll by March 1, 2027, if they intend to use the home as their principal residence, and reported that over 300,000 properties were automatically enrolled or have applied for the reduced rates for 2026.

The Department of Revenue also engaged in ongoing informal outreach not itemized in this table, including providing information and quotes to reporters, answering media inquiries, and supporting press releases and public statements issued by other entities, such as the Governor’s Office. These activities occurred on many dates, making them difficult to track individually. Still, collectively they represent a significant component of the overall effort to educate property owners about the new property tax relief programs and how to participate.