

SELLER GUIDE | BILLINGS, MONTANA

Your Billings Listing Expired. What Changes on a Relist.

Why Billings listings expire or get withdrawn, what the recent numbers say about price and timing, and a checklist for deciding what to change before you list again.



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The short answer

Of the Billings listings that sold or expired from January 1 through October 21, 2026, 29% expired (Billings MLS). Most run into one or more of four things: a price above what recent sales support, condition and prep, how the home was presented online, and timing. A relist works when you change the thing that held the home back, not when you put the same listing back up.

01	Price vs recent sales	Buyers and appraisers compare your price to homes that actually closed nearby, not to other listings.
02	Condition and prep	Dated lighting, deferred repairs and empty or crowded rooms make a home harder to picture living in.
03	Photos and marketing	Buyers decide whether to tour mostly from the photos and the description.
04	Timing	In early 2026, Billings homes listed in winter took about twice as long to sell as spring and summer listings.

What changes on a relist

A relist is a chance to reset the price from current closed sales, fix the condition items buyers noticed, reshoot photos, rewrite the description and pick the launch date on purpose. This guide walks through each one and ends with a checklist and the questions to ask before you sign anything.

Expired or withdrawn?

An expired listing has reached the end date in its listing agreement. A withdrawn listing is off the market but may still be under an active agreement. Before you talk to anyone about relisting, read your agreement for its end date and any protection period, and ask a Montana real estate attorney about anything unclear.



THE BILLINGS NUMBERS

What sold, and how fast

These figures cover every closed residential sale with a Billings address from October 1, 2025 through September 30, 2026 (Billings MLS).

2,020	Closed Billings sales	$385,000	Median sale price
25.5	Median days on market	98.4%	Median sale price as a share of original list price

Season matters

Billings homes sat a median 39 days on market from January through March 2026, against about 20 days from April through September 2026 (Billings MLS). A listing that started in winter was competing on a slower clock.

Price range matters

PRICE RANGE	MEDIAN SALE-TO-ORIGINAL-LIST, OCT 2025 TO SEP 2026
Under $250,000	94.1%
$250,000 to $450,000	98.8%
$450,000 to $800,000	98.7%

Source: Billings MLS, closed residential sales with a Billings address, October 1, 2025 through September 30, 2026. Figures describe the whole market, not any one property.

THE BILLINGS EXPIRED LISTINGS

What the expired listings tell us

From January 1 through October 21, 2026, 1,661 Billings listings sold and 678 expired (Billings MLS). That means 29% of the listings that either sold or expired in that window expired.

122.5 vs 25	Median days on market, expired vs sold
$439,900	Median original list price of expired listings, vs $399,000 for listings that sold
$197 vs $187	Median final list price per square foot, single-family homes, expired vs sold
197	Expired listings that came back with a new listing and sold by October 21, 2026, out of 364 relisted

Where listings expired most often

ORIGINAL LIST PRICE	SOLD	EXPIRED	SHARE EXPIRED
Under $250,000	192	98	33.8%
$250,000 to $450,000	872	258	22.8%
$450,000 to $800,000	507	250	33.0%
$800,000 and up	90	72	44.4%

By property type, 27.8% of single-family listings, 31.2% of townhouses and 45.3% of condos that sold or expired in the window expired. The pattern in this data: the listings that expired started at higher prices, were listed higher per square foot than the homes that sold, and sat roughly five times longer.

Source: Billings MLS export, residential listings with a Billings address that sold or expired from January 1 through October 21, 2026. Days on market is per listing, not cumulative. Relisted means the same parcel came back under a new MLS number by October 21, 2026. Market-wide figures, not tied to any one property.

REASON 01

Price vs recent sales

The median Billings home sold at 98.4% of its original list price. When a home sits well past the 25.5-day median, the gap between its price and recent sales is the first thing to check.

Price from closed sales

Active listings show what sellers hope for. Closed sales show what buyers paid and what an appraiser will lean on. Rebuild the price from homes that closed nearby in the last few months, adjusted for size, condition and features.

Read the showing feedback

Few showings usually points to price or photos. Plenty of showings and no offers usually points to condition, layout or price relative to what buyers saw in person.

Watch the search filters

Buyers search in price brackets. A price just above a round number can keep a home out of searches it would otherwise appear in.

Mind the appraisal

Most buyers finance. If the contract price is above what recent sales support, the appraisal can reopen negotiations after you are under contract.

Questions to answer about price

- ☐ Which homes like yours closed in the last three to six months, and at what share of their list price?
- ☐ How many showings did the listing get, and what did buyers' agents say?
- ☐ Which competing listings sold while yours sat, and what did they offer that yours did not?
- ☐ Is your price just above a common search bracket?
- ☐ What is the lowest price you would accept, and does a new list price leave room to negotiate to it?



REASON 02

Condition and prep

The fixes that matter before a relist are usually not big remodels. They are the items buyers notice in the first minute and the ones an inspection is sure to find.

01	Lighting	Replace dim or dated fixtures and bulbs. Brighter rooms photograph and show better.
02	Staging	Furnish empty rooms so buyers understand the scale; edit crowded rooms so they read as open.
03	Known repairs	Fix what the last round of showings or a prior inspection flagged, or price for it openly.
04	Paint and floors	Touch-ups and neutral paint where walls are scuffed or bold; clean or replace worn flooring where it is the first thing you see.
05	Curb and entry	Trim, clear the walk and driveway, and make the front door the best-looking door on the street.

Spend where buyers look

Before paying for any project, ask what it will change in the photos, the showing or the inspection. If the answer is nothing a buyer will notice, skip it.

REASONS 03 AND 04

Presentation and timing

Photos and marketing

- ☐ **Reshoot the photos** after the prep is done, in good light, with a professional photographer.
- ☐ **Lead with the strongest image.** The first photo is the one buyers see in search results.
- ☐ **Rewrite the description** around specific features: room count, updates with dates, lot and garage details.
- ☐ **Add a floor plan or video** where the layout is a selling point or buyers may be out of state.
- ☐ **Plan the first two weeks:** an agent preview, open houses and outreach to buyers' agents who showed similar homes.

Timing

From January through March 2026, Billings homes took a median 39 days to sell; from April through September 2026, about 20 days (Billings MLS). That does not mean a winter relist cannot work. It means a winter relist should be priced and prepared for a slower pace, and a spring relist is worth planning now.

Relisting now

Fewer competing listings, but fewer buyers. Price from the most recent closed sales and plan for more days on market than the yearly median.

Waiting for spring

Use the winter for repairs, staging and photos so the home launches ready. Check whether your previous agreement's protection period overlaps the new launch date.



WHAT A RELIST CAN LOOK LIKE

“After listing with another agency for 9 months, Gene contacted us and offered to work with us to sell our home. He staged the property, brightened up the interior with new lighting throughout and within one month we had a contract! Since we live out of state this was all accomplished by phone.”

KATHLEEN, GOOGLE REVIEW

Photo: Chevsapher, CC0, Wikimedia Commons

WHY SELLERS CALL GENE

What changed for Kathleen

Kathleen's home had been listed with another agency for nine months. The relist changed three things she named herself: staging, new lighting throughout, and a process she could run by phone from out of state. She had a contract within one month. Every home and market is different, and no relist result is promised.

35	95	2026
Google reviews, all five stars, as of October 21, 2026	Transactions closed since 2022, totaling $37.6 million in volume, as of October 2026	FastExpert Top Agent, Billings, MT

How I approach a relist

01	A written pricing review	Built from recent closed Billings sales, with the reasoning for each comparable.
02	A prep list with costs	What to fix, stage or replace before relaunch, and what to skip. I schedule the contractors.
03	New photos and a launch plan	Reshot after prep, with a rewritten description and a plan for the first two weeks.
04	Remote-friendly	For owners who have moved, I coordinate access, contractors, showings and closing signatures.

WORKSHEET

Relist checklist

Work through this before the home goes back on the market.

Your agreement

- ☐ Confirm the previous listing agreement's end date
- ☐ Note any protection period and what it covers
- ☐ If withdrawn, confirm whether the agreement is still active
- ☐ Questions? Ask a Montana real estate attorney

Price

- ☐ Pull closed sales from the last 3 to 6 months
- ☐ Compare showing count and feedback
- ☐ Check where the price sits in search brackets
- ☐ Set your lowest acceptable number in writing

Condition

- ☐ List every repair buyers or inspectors raised
- ☐ Upgrade lighting where rooms read dark
- ☐ Decide on staging, room by room
- ☐ Paint, flooring and curb touch-ups

Presentation

- ☐ Book new professional photos after prep
- ☐ Rewrite the description with specifics
- ☐ Add a floor plan or video if layout sells it
- ☐ Plan agent previews and open houses

Timing

- ☐ Choose a launch date on purpose
- ☐ If waiting for spring, schedule prep now
- ☐ Plan for winter days on market if relisting now

Logistics

- ☐ Showing access and lockbox plan
- ☐ Contractors lined up for prep
- ☐ Remote signing plan if you live away

BEFORE YOU RELIST

Questions to ask before you relist

Ask yourself

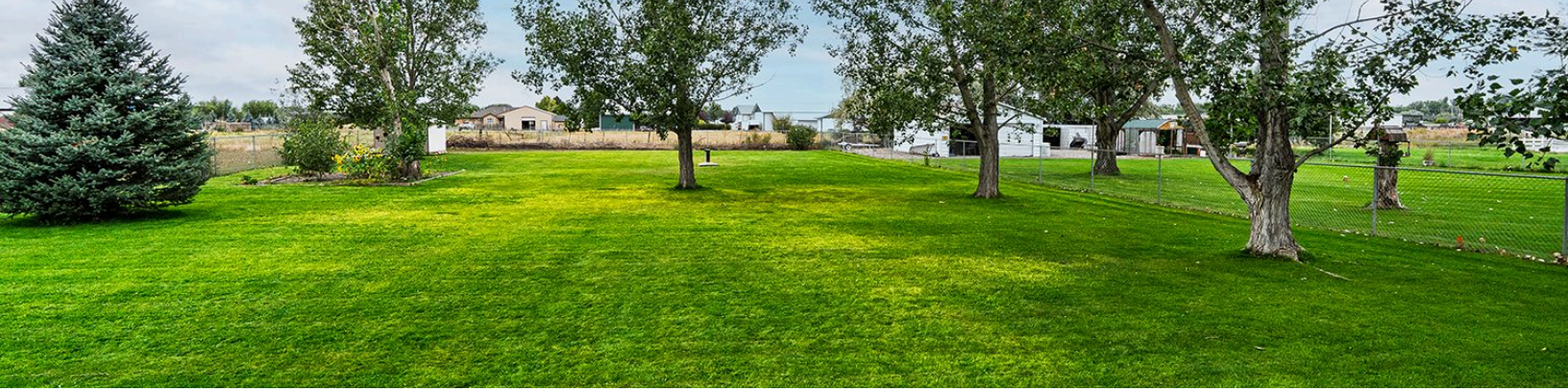
- ☐ Do I still need to sell, and by when?
- ☐ What is the lowest price I would accept, after selling costs?
- ☐ Which repairs or updates am I willing to pay for before relisting?
- ☐ Would I rather relist now or prepare for spring?

Ask any agent you interview

- ☐ Which recent closed sales would you price my home from, and why those?
- ☐ What would you change about the condition, photos and description, specifically?
- ☐ What happens in the first two weeks after the home goes live?
- ☐ How often will I hear from you, and what will you report?
- ☐ What does your fee cover? Commissions are negotiable and not set by law.
- ☐ How long is the listing agreement, and how can it be ended?

Ask about your current agreement

- ☐ When does it end, and is there a protection period after it ends?
- ☐ If the listing was withdrawn, is the agreement still in effect?
- ☐ Anything unclear: ask a Montana real estate attorney before signing a new agreement.



NEXT STEP

Get a relist review

Once your previous agreement has ended, I will review your home's last listing against recent Billings sales and give you a written plan: price, prep, photos and timing. You decide what to do with it.

Book a relist review

Bring your previous listing details. We will go through what the recent sales support and what I would change before relaunch.

BOOK A RELIST REVIEW

Prefer to start with numbers? Request a pricing review at ghmtrealestate.com/evaluation.



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SOURCES AND NOTES

Where the figures come from

Billings market figures. Billings MLS, closed residential sales with a Billings address, October 1, 2025 through September 30, 2026: 2,020 closed sales; median sale price $385,000; median 25.5 days on market; median sale price 98.4% of original list price. Median days on market 39 (January through March 2026) and about 20 (April through September 2026). Median sale-to-original-list price by range: 94.1% under $250,000; 98.8% from $250,000 to $450,000; 98.7% from $450,000 to $800,000. Market-wide figures, not tied to any one property.

Expired listing figures. Billings MLS export, residential listings with a Billings address that sold (1,661) or expired (678) from January 1 through October 21, 2026: median days on market 25 sold, 122.5 expired; median original list price $399,000 sold, $439,900 expired; single-family median final list price per square foot $187 sold, $197 expired; share expired by original list price and property type as shown on page 4; 364 expired listings relisted under a new MLS number and 197 of those sold by October 21, 2026.

Review. Kathleen, Google review of Gene Hauck, quoted in full and unedited. Google review count and rating as of October 21, 2026.

Production. 95 transactions and $37.6 million in sales volume since 2022, as of October 2026, Gene Hauck's closed transactions.

Award. FastExpert 2026 Top Agent, Billings, MT.

Photos. Cover and interior home photos: Gene Hauck. Downtown Billings photo: Chevsapher, CC0, via Wikimedia Commons.

This guide is general information, not legal advice. Montana is a non-disclosure state; this guide does not report any individual property's sale price. Results vary by home and market, and no sale price or timeline is promised. If your home is currently listed with another brokerage, this is not a solicitation of that listing. For questions about an existing listing agreement, its end date or a protection period, read the agreement and consult a Montana real estate attorney. Commissions are negotiable and not set by law. Gene Hauck is a Real Estate Broker, REALTOR®, with The Morales Group at Engel &Völkers Billings, 1921 1st Ave N, Billings, MT 59101, Montana license RRE-BRO-LIC-135399. Equal Housing Opportunity.