

Jesus Christ warned that the moral and spiritual conditions of humanity in the last days would mirror those of Noah's and Lot's generations. His words were not merely about historical events; they were prophetic indicators for the Church to remain vigilant.

Notice the activities Jesus listed—eating, drinking, marrying, buying, selling, planting, and building. None of these are inherently sinful; they are part of ordinary human life. However, in Noah's and Lot's days, these common pursuits became ultimate pursuits, pushing God to the margins of daily life. The warning is clear: when normal life blinds people to eternal realities, judgment will come unexpectedly (Matthew 24:37–39).

This sign applies to two distinct groups:

1. Those who do not know God (the world)
2. Those who profess to know God (the Church)

1. THOSE WHO DO NOT KNOW GOD

In Genesis 6 and 19, we see societies drowning in moral

corruption and spiritual apathy. People in Noah's day indulged in violence, gluttony, and unlawful marriages (Genesis 6:2, 5). In Lot's day, Sodom and Gomorrah were infamous for sexual perversion and pride (Ezekiel 16:49-50; Jude 1:7). Both generations ignored God's warnings through His servants and were overtaken by sudden judgment.

Today, we witness similar patterns:

Corruption and bribery are commonplace in commerce (Proverbs 11:1).

Immorality and serial marriages/divorces are normalized (Matthew 19:4-6).

Drunkenness and excessive partying are celebrated rather than condemned (Galatians 5:19-21).

Paul describes this end-times moral collapse in 2 Timothy 3:1-5 (ESV):

But understand this, that in the last days there will come times of difficulty. For people will be lovers of self, lovers of money, proud, arrogant, abusive, disobedient to their parents, ungrateful, unholy... lovers of pleasure rather than lovers of God, having the appearance of godliness, but denying its power.

Such conditions among unbelievers are a prophetic alarm—the return of Christ is near.

2. THOSE WHO PROFESS TO KNOW GOD (THE CHURCH)

Yet Jesus' warning was not only for the world. His parable of the Great Banquet in Luke 14 reveals a sobering truth: even those invited to His kingdom feast can miss it through distraction.

Luke 14:16-20 (ESV)

A man once gave a great banquet and invited many. And at the time for the banquet he sent his servant to say to those who had been invited, 'Come, for everything is now ready.'

But they all alike began to make excuses. The first said to him, 'I have bought a field, and I must go out and see it. Please have me excused.'

And another said, 'I have bought five yoke of oxen, and I go to examine them. Please have me excused.'

And another said, 'I have married a wife, and therefore I cannot come.'

The excuses were not sinful in themselves—purchasing land, conducting business, and marriage are good gifts from God. However, they reveal a heart more consumed with earthly priorities than with the kingdom of God.

Jesus also warned in Matthew 13:22 (NASB) about the seed choked by “the worries of the world and the deceitfulness of wealth,” which renders the Word unfruitful. Many believers today are in this state: prayer neglected, fellowship forsaken, and devotion crowded out by careers, family obligations, and social pursuits.

THE COST OF EXCUSES

The master's response in the parable is severe:

Luke 14:21-24 (NKJV)

Go out quickly into the streets and lanes of the city, and bring in here the poor and the maimed and the lame and the blind.... For I say to you that none of those men who were invited shall taste my supper.

This reveals a sobering truth: grace rejected is grace forfeited. Those who continually excuse themselves from God's call may be left out when the door closes (Matthew 25:10-12). Just as the flood swept away the unprepared and fire consumed the indifferent, so judgment will come suddenly upon those unready when Christ returns (1 Thessalonians 5:2-3)

A WARNING AND A CALL

Which group do you belong to?

Are you eating and drinking for pleasure, or in gratitude to God (1 Corinthians 10:31)?

Are you buying and selling with integrity, or compromising for gain (Proverbs 20:23)?

Have legitimate blessings—work, marriage, family—become excuses to neglect God.

The call of Christ is clear:

But seek first the kingdom of God and His righteousness, and all these things shall be added to you

(Matthew 6:33 NKJV).

LIVING READY

The apostle Peter exhorts us:

Since all these things are to be destroyed in this way, what sort of people ought you to be in holy conduct and godliness, looking for and hastening the coming of the day of God”

(2 Peter 3:11-12 NASB).

The true mark of readiness is not merely knowing prophecy, but living in holiness and undistracted devotion. The Bridegroom is coming—will we be found prepared, or preoccupied?

FINAL EXHORTATION

Let us lay aside excuses, repent of misplaced priorities, and serve the Lord with undivided hearts. Ordinary life—work, marriage, family—is good, but must never replace the ultimate call to love God supremely (Deuteronomy 6:5; Revelation 2:4).

Maranatha—Come, Lord Jesus!

BUYING AND SELLING, MARRYING AND BEING GIVEN IN
MARRIAGE - A PROPHETIC SIGN FOR THE CHURCH

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