

# THE PRINCETON MORTGAGE BOOK OF THE QUARTER!

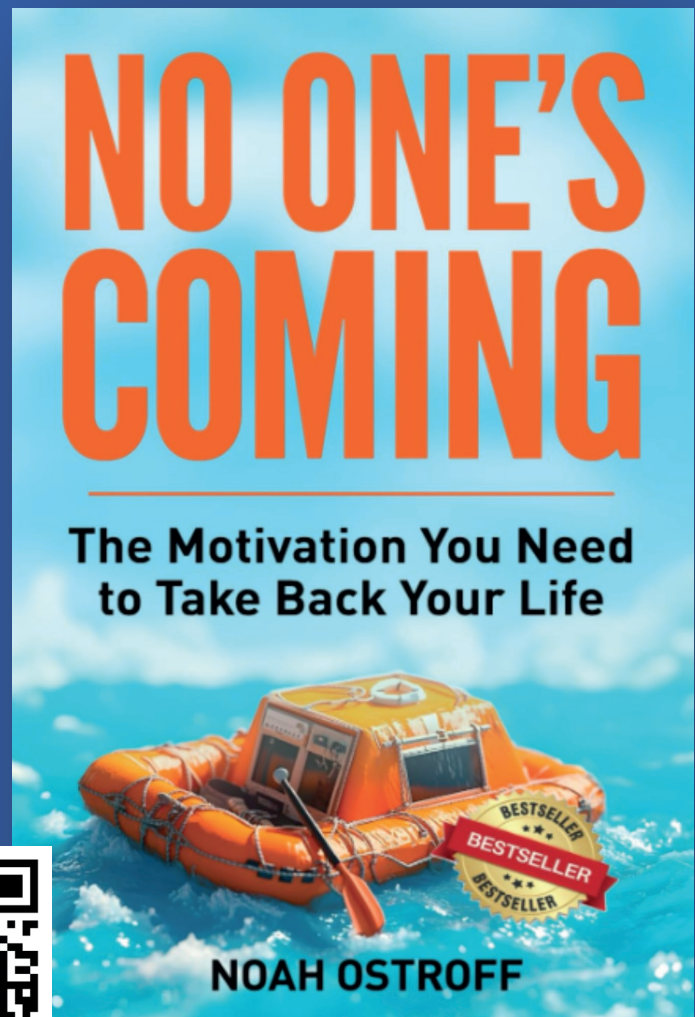


## NO ONE'S COMING

*By: Noah Ostroff*

### WHY WE CHOSE IT

Noah Ostroff's *No One's Coming* delivers a simple, powerful truth: your business, your goals, and your success are entirely your responsibility. In a profession where market shifts, competition, and uncertainty are constants, this mindset is critical. The book's direct, no-nonsense tone makes it a perfect fit for our Q4 theme of goal setting and setting yourself up for future success.



## ABOUT THE AUTHOR

Noah Ostroff is a real estate entrepreneur, investor, and team leader who built one of the top-producing Keller Williams teams in the country. His career is a testament to taking ownership, acting with urgency, and never waiting for someone else to “make it happen.”

## KEY PRINCIPLES FROM THE BOOK

### 1. Full Ownership

- o Stop outsourcing responsibility to circumstances, the market, or other people.
- o In real estate, this means owning your lead generation, your marketing, and your follow-up — regardless of market conditions.

### 2. Urgency Over Perfection

- o Don't wait for the “perfect” time, listing, or plan. Start now, refine as you go.
- o Action builds momentum and confidence faster than over-planning.

### 3. Consistency is the Multiplier

- o Big, sporadic pushes create burnout. Daily, disciplined effort compounds into results.
- o Your marketing calendar, follow-up process, and networking efforts should all run on repeatable systems.

### 4. Control What You Can

- o You can't control interest rates or the economy, but you can control how many calls you make, doors you knock, or posts you publish.

# No One's Coming WORKSHEET

## REFLECTION QUESTIONS

Use these prompts to apply the book's concepts to your business:

1

Where in your business have you been waiting for external conditions to improve before acting?

2

What's one lead-generating activity you can commit to daily for the next 90 days?



**3**

**Which systems or processes do you need to take full ownership of before January?**

**4**

**How can you act with more urgency in Q4 to start 2026 strong?**

## **WHY IT MATTERS FOR REALTORS**

The most successful agents don't wait for the "right" market — they build the right habits and systems regardless of what's happening around them. No One's Coming reinforces that the only way to guarantee progress in 2026 is to own every aspect of your business.