



Lofaro & Reiser: Helping Cannabis companies build an extraordinary business in the Cannabis industry

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Eric D. Reiser, Partner, Lofaro & Reiser

The cannabis industry is growing by leaps and bounds, with the U.S market alone projected to grow at a compound annual growth (CAGR) of 14 percent over the next six years. This is indeed good news for the new players vying for a stake in this thriving industry. However, jumping on the bandwagon and becoming part of the industry is not as easy as one thinks.

For instance, applying and securing a cannabis license is not only a complex process but also a high-risk endeavor. Companies get only one chance at submitting their applications and therefore, they are in high stress to ensure that the application complies with all the applicable regulations and demonstrates an ability to run successful cannabis.

Fortunately, **LoFaro & Reiser**, an established law firm in the New Jersey since 1997, solves the problem by providing state and local permitting and license expertise for medical and recreational cannabis

dispensaries, cultivators, manufacturers, producers, edible companies, wholesalers, transportation companies and testing labs. By understanding the complexities

of New Jersey's license procedure, the firm aggressively guides clients towards establishing cannabis businesses and maintaining positive relationships with state and local governments and regulators.

LoFaro & Reiser is not a new name in the industry. The firm's attorneys bring sixty years of combined experience navigating the New Jersey court system—from small claims court to criminal & municipal courts, to civil trial courts at the state and federal levels. With several decades of experience in serving businesses and individuals, LoFaro & Reiser's attorneys are intimately familiar with the legal landscape of the Garden State.

The firm's philosophy combines dedication, innovative strategies, commitment, and passion to deliver exceptional results for its clients. Putting customers first and treating every client with courtesy has helped them earn the name of a customer-centric service provider, which is exceptional in the industry.

Taking pride in the success of LoFaro & Reiser, Glenn Reiser, and Co-founding Partner of the firm affirms, "Our expertise and integrity have earned us a reputation as one of New Jersey's go-to law firms in our fields of expertise. Our consistent track record of uncompromising ethics instills confidence and trust in sailing this journey with our beloved clients."

Contributions to the Cannabis industry

In the year 2015-2016, LoFaro & Reiser noticed a shift in the political winds where states started expanding their medical cannabis programs and movements passing adult-use legislation. Not many legal service providers were noticing the shift taking place in the industry. However, Eric Reiser, a Partner of the firm who has a decade of experience solving legal issues in other industries, began blogging on legal issues that would impact the cannabis industry at large and how the changing political landscape would affect New Jersey's stagnant medical cannabis program.

Not only did it help Eric distinguish himself as an early leader in the industry, but he also helped many cannabis service providers understand the key factors that would impact the industry in the years to come. As a result of Eric's blogging, many cannabis companies approached LoFaro & Reiser for corporate legal services and some litigation help. "Eventually our firm's practice grew to help clients apply for medical cannabis licenses once NJ's program expanded," says Eric.

LoFaro & Reiser is one of the first law firms in New Jersey to serve the cannabis and hemp industry. Recognized as a trailblazer for its legal strategies and services, the firm provides legal services to businesses of all sizes, from multi-state operators to early-stage start-ups. Today, the firm has extensive experience

addressing a wide range of issues pertaining to the cannabis industry. Whether it is general business counseling, due diligence, land use, or corporate information, LoFaro & Reiser has become a go-to service provider for its expertise and experience in the industry.

And that's not all. The firm guides its customers every step of the way, and also represents clients in all aspects of the cannabis industry including medical and recreational cannabis licensing, business counseling, regulatory compliance, ancillary services, and litigation. "We are also an associate member of the New Jersey Cannabusiness Association and members of the New Jersey State Bar Association Cannabis Law Committee," adds Eric Reiser.

Long-Lasting customer relationships

The firm has built strategic relationships with customers solving their pressing problems and serving according to their needs. By ensuring its attorneys are accessible to its clients 7 days a week, the firm has established itself as a client-centric service provider that ensures that its clients get receive the personal attention they expect and deserve. For this reason, the attorneys at LoFaro & Reiser prioritize monitoring the latest industry trends impacting their clients' businesses.

Although the firm faced fierce competition when venturing into the cannabis industry, its customer-first policy and valuable services have made them one of the successful cannabis legal service providers. Going forward, LoFaro & Reiser is looking forward to assisting clients with cannabis license applications in upcoming medical rounds and to helping businesses navigate the road to full legalization, which may happen this fall. "We are constantly striving to win cannabis licenses for clients and are increasingly becoming involved in helping clients apply for and operate hemp businesses in New Jersey," concludes Eric Reiser.

With its customer-first policy coupled with industry expertise, we can definitely say LoFaro & Reiser is marching towards a brighter future in the cannabis industry.

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