

INDUSTRY BULLETIN: 25-12

**NMPlus Update: Business Profile & Controlling Person Verification Required
Effective August 25, 2025**

The Cannabis Control Division (CCD) is issuing this notice to inform licensees of an important update to the NMPlus licensing system. Beginning on August 25, 2025, the NMPlus system will include a new business profile and controlling person verification requirement that must be completed by the primary controlling party on file with the CCD prior to submission of any license amendment or annual license renewal application.

Pursuant to Section 26-2C-2(Q), NMSA 1978 of the Cannabis Regulation Act (CRA), a “controlling person” means a person that controls a financial or voting interest of ten percent or more of, or is an officer or board member of, a cannabis establishment. Additionally, pursuant to Section 16.8.2.9(B) NMAC, all new controlling persons must receive prior approval from the CCD before assuming any duties or responsibilities under a license.

It is important that licensees review the information currently on file in the NMPlus licensing system well in advance of their annual license renewal window. Failure to timely submit required updates or amendments to ensure the accuracy of information on file with the CCD may affect the renewal process and could result in a gap in operations.

As part of this update, the primary controlling person for each cannabis business must log in to NMPlus and review and certify that all information in the business profile is complete, accurate, and up to date. Certification statements will appear in NMPlus and must be completed electronically as part of the profile verification process to move forward with other actions within the licensed businesses account. Failure to review and certify the business profile may delay or prevent the submission of other applications that the licensed business wishes to submit. This certification

will be required before the system allows a renewal application to be submitted. The information requiring verification includes the following:

- Business name and contact information,
- Email and physical mailing addresses associated with the license,
- List of all controlling persons,
- Registered external agents,

If you have questions or need support accessing your NMPlus account, please contact CCD at via phone at (505) 476-4995 or via email at RLD.CannabisControl@rld.nm.gov. For technical issues, such as site access or login problems, contact the IT department directly at CCDHelpDest@state.nm.us.

Thank you, Cannabis Control Division New Mexico Regulation and Licensing Department