

Speaker 1 ([00:22](#)):

[inaudible] hello and welcome to the higher enlightenment podcast brought to you by higher yields cannabis consulting, your seed to sale cannabis business solutions team. My name is Adam. I'm your host today. And part of the creative design team here at [inaudible] today's podcast is about repairative services with Marissa Cortez and Anthony Atkins. So let's get on with the show [inaudible]. So let's get started by having you guys introduce yourselves. Uh, let's start with you, Anthony.

Speaker 2 ([01:04](#)):

Sure, absolutely. Um, I am the director of business development at higher yields consulting and also responsible for oversight for marketing partnership development and strategic direction. From that standpoint, business development, as you know, is, is very key into development, not only of the market, but also the business relationships that a higher yields is, uh, interested in in the marketplace.

Speaker 1 ([01:29](#)):

Thank you. And Marissa, can you introduce yourself?

Speaker 2 ([01:33](#)):

Absolutely. My name is Marissa Cortez and I am the director of compliance and general manager here at higher yields consulting. I've been in the cannabis industry for almost a decade at this point and have really fallen into compliance as my niche, and that covers everything from repetitive services to proactive services, um, in really the startup and all operations of the cannabis industry. Um, and with that being said, I do have experience in operations as well as being the director of compliance in facility types, such as cultivation manufacturing and the retail side of things.

Speaker 1 ([02:09](#)):

Thank you, Marissa. So what do repairative services in the cannabis industry look like?

Speaker 2 ([02:17](#)):

So generally speaking repairative services in the cannabis industry really look like services for operators and establishments that maybe didn't take those necessary proactive measures to ensure that they were in compliance with all state and local regulations and guidelines that were set forth.

Speaker 1 ([02:36](#)):

Have you seen an uptick in people seeking repairative services?

Speaker 2 ([02:42](#)):

No, we have. And I'm sure Anthony can speak a bit more to this with, you know, the business development and sales side of things, but specifically speaking for incoming projects that we've seen with HYC. Absolutely. And I really think that this is because as these markets are coming online and people are realizing that they didn't necessarily put the proper measures in place and they didn't do certain things to mitigate a lot of these big risks that come with the cannabis industry.

Speaker 3 ([03:11](#)):

Yeah. One of the Adam and one of the things that I'm seeing as well on the business development side is that yes, there's a lot of startups that are coming in and talking with higher yields. Um, however, it's

okay for established organizations and established cultivators or operators, or what have you to seek a higher yield of what it is that they're looking for. And no, no, no pun intended of course, with a higher yields consulting. But that's exactly what we're here for is to be that trusted advisor. It'd be a third party to look and provide oversight insight into, you know, repairing, um, taking a look at training, taking a look at compliance, taking a look at, you know, doing proper audits and, you know, gaining, you know, a more secure environment for, you know, for their operation. And so with that trusted advisor label, I mean, we're, are we, we are all about a compliant culture, if you will. And, uh, exciting to be able to engage with not only startups to help them avoid some of the pitfalls that Marissa had mentioned, but also to, you know, repair and make better and make whole, and take their business and organizations to the next level.

Speaker 4 ([04:29](#)):

Okay. So what areas do you think cannabis businesses struggle with the most?

Speaker 2 ([04:36](#)):

So that's, that's definitely a loaded question, but for relevancy sake, right now, in particular, what we're seeing with established cannabis businesses and their struggles is really going to be mainly lying in inventory tracking. So whether it's, you know, onsite inventory or their digital inventory, or both of those not matching up with each other, that seems to be a really big one that has been very, very prevalent lately in the industry.

Speaker 4 ([05:03](#)):

So how many clients come to H Y C seeking repairative services?

Speaker 3 ([05:10](#)):

Uh, that's an interesting question. How many should versus how many actually do yeah, so, so the, the interesting thing there is that organizations truly, I believe have a heart of doing things, right. Um, however, and seeking to understand the depth and the breadth and the scope of this industry and the regulatory nature and the complexity of it. You know, they're finding that, uh, from the science to the organics, to the regulations and controls to, uh, how many layers and state local municipality, you know, governments are, are watching are, you know, um, so from that standpoint, it's probably, we know it should be more, but we have a consistent flow of organizations that are seeking either a better grow, a better tracking, better inventory, better employee training, um, better, you know, uh, extraction methodologies, what have, you know, because it, it, it spans the entire supply chain.

Speaker 3 ([06:17](#)):

When we look at corrective services, you know, it's from seed all the way through the sale, whether it be transportation, whether it be manufacturing, product development, rebranding, everything is corrective or everything is repairative. If there's, if they're not achieving their anticipated results. And, uh, we dissect, we peel back that onion and we understand what that may be, and then apply, of course, the expertise of, you know, our product project managers that, you know, Marissa and, you know, the executive team are always looking to, you know, involve with. So the things that people need repairative services for are all over the map. Yeah, absolutely. From, from that standpoint, we identify a lot of interesting things that could be corrected, you know, could be repaired, you know, whether it be what an audit reveals, you know, whether it be what a training might reveal, whether it, you know, it's a, it's interesting from that standpoint of how many things, when you do get in there, there is definitely a

correct developments that, you know, if not taken care of and not handled correctly, you know, in a timely manner, it could actually get worse. Um, if it's not corrected.

Speaker 2 ([07:38](#)):

Yeah. I mean, it almost always will get worst. And just if it's not corrected or if there is not a proactive measure put in place or a corrective measure put in place, and just piggybacking off of what Anthony mentioned, you know, just promoting that compliant culture is key because while I did mention that inventory tracking is a big one. It's what we've been seeing quite a bit lately, as more States are coming online, and they're also mandating specific inventory tracking systems and procedures be used in their state. I mean, it's across the board, you see repetitive services that are needed for the design build side of things, whether it's at the permitting level, fixing zoning issues, um, all the way down to manifest. So transfer manifests most, if not all state markets right now, and operators are required to use a transfer, manifest some capacity, whether it's through an inventory tracking system or they just create it. And it's an internal process and procedure they're required to use these manifests in order to transport cannabis from a to B, I mean, even coming down to missing a signature on one of these manifests could be completely detrimental to your business. So promoting that compliant culture from the beginning, ensuring that all of your employees and staff, or even higher ups are fully trained on how to be compliant in that specific state or that specific license type. It's just absolutely key.

Speaker 4 ([09:01](#)):

Okay. Thank you. So why should cannabis businesses invest in cannabis consultants for corrective help?

Speaker 3 ([09:11](#)):

You want to do tailored version Rizza?

Speaker 2 ([09:13](#)):

Yeah. Cause gosh, I guess the better question is, and I, you know, this is a specific podcast, but it's that cannabis businesses should invest before they're needing corrective help and actually, you know, being proactive. But I understand, you know, it's the nature of the beast. This industry is very fast paced. A lot of the time, people don't necessarily feel like they have the time to put the procedures in place and, you know, risk mitigating procedure specifically to make sure they're not coming to these issues. So cannabis businesses should absolutely invest in professional consulting services for corrective help so that they're not making the same mistake again, you know, that mistake, that error, that issue, it arose because of, you know, lack of procedure, lack of training. So in order to correct that you gotta have somebody that knows what they're doing to have a professional in there. That's giving you custom training to your facility to state regulations. That's educated has been around the block has been around in the industry. It's, it's so important because if not, you're going to end up making the same mistakes over again.

Speaker 3 ([10:20](#)):

Yeah. Then that's very true. And I'll add a little bit onto that as well, but, um, when you take a look at what are you investing into, right? I mean, we understand and know that a lot of the regulations and the laws and the fining element, the loss of product, if things aren't tracked correctly, the loss of revenue, loss of raw material, the loss of license, the loss of, you know, um, freedom, you know, in terms of, you know, is there a, you know, a detention element that's, you know, the state or local government may, may pursue if things aren't corrected or if they discover, uncover a consistent and, um, you know, a

consistent, uh, problem, you know, within the organization, what have you, so that proactive element, the oversight, you know, having a trusted advisor on their side to keep them out of that.

Speaker 3 ([11:21](#)):

I mean, because the damage could be, it could be serious, you know, so, you know, that's not only do you know, we want to see our clients gain higher yield in terms of their product development in terms of their product output, but also, you know, that there are no overarching issues, fines, jail time, et cetera, you know, based upon, you know, taking something either a too lightly, letting it go too long or not having someone come in and perform kind of an oversight, uh, audit, if you will, on certain aspects of the business that could be at risk.

Speaker 2 ([12:02](#)):

And just to take that one step further, depending on the severity of the issue that's going to require, not reparative or corrective service, certain States will actually require that you or you as in the operator, hire a professional consulting firm to help you fix that. And you have, you know, that consultant will actually have to work with the state on correcting whatever issue that was for these peoples, even for these operators to even, you know, be able to move forward, whether, you know, it's without a fine or not getting a suspension because you're working with that. So knowing that a consultant can hold that weight so much. So that particular States like Colorado, who are arguably the most established market in the country, just because we've been here for so long, um, knowing that the state is requiring operations to hire consultants, to help them fix things specifically for repetitive services, it holds it holds weight. So I think it's important to keep that in mind, in other States who might not require it, it's still going to be beneficial. The state's still gonna look at the fact that you went with somebody who's Prudential, who's experienced in the industry and knows what they're doing to fix whatever issue may have arisen or Rose.

Speaker 4 ([13:19](#)):

Okay, thanks. So how do you approach a client that might be on her last leg coming to higher yields

Speaker 2 ([13:28](#)):

With kindness,

Speaker 3 ([13:31](#)):

Right.

Speaker 2 ([13:34](#)):

Yeah. I mean, to be completely honest, this is a cutthroat industry and a lot of people put their all and their everything into starting an operation. So we approach them with kindness and with full transparency. We want them to know that, Hey, you know, yes, you might be in a bad spot, but this is not the end all be all. And we really approach it strategically comprehensively and make sure that the client fully understands exactly what needs to happen. Not even necessarily just from a higher yields or consulting standpoint, but really from that regulatory standpoint, that's first and foremost, um, where we're going to come at this from, and again, we're going to make sure that it's communicated to this client and that we're keeping them competent and comfortable every step of the way so that they can get through this with a clear head, um, with us as our advisors by their side.

Speaker 4 ([14:30](#)):

So why is higher yields the best consultant option for repairative services?

Speaker 3 ([14:37](#)):

Why is higher yields the best we are best for several reasons, and it's not because we're similar or like others. It's what really makes us different. And in our differentiation, there are three major things that, that we, that we see as value in the market. Number one is definitely the fact that we, we customize our approach. I mean, we're, we're customized. We pay attention. We under, we seek to understand our client or account or a customer's end point and how they visualize it and what they want their anticipated results to become. And so by taking that seriously, we know that each individual or each organization's journey is different and that uniqueness we're, we're going to apply our expertise, our industry experts, and, you know, project teammates to resources to, to that end is really understanding that uniqueness and bringing what we can to the table and providing in reaching that anticipated end result.

Speaker 3 ([15:44](#)):

The second thing is the fact that we've been there done that, you know, in our collective experience, we've been the operators, we've been retail, dispensary owners, we've trained employees, we've extracted, we've manufactured. We produced products, logos brands, um, you know, through the entire supply chain. And would that collective experience what we bring to the table, as on, as we, we understand the continuity and efficiency element that is so necessary and required to understand and how to move and operate within the ecosystem. The third thing is the fact that we really operate in phased approaches and what that means as a phased approach allows for variables to occur and for us to make adjustments where we need to with our clients. And we don't understand and know that we hit roadblocks, that we may not see there's anticipated, uh, elements that, that enter into, uh, an environment or a circumstance that we weren't ready for the client or customer wasn't ready for.

Speaker 3 ([16:45](#)):

So by operating in a phased approach, we can break down the engagement, we can break it down. We, you know, we, uh, we don't allow the situation to divide and conquer if you will. And that, you know, whether it be internally to the client externally to the market, um, and really allow that to, you know, to happen. So the phased approach environment is very important because we take things off and, and sections, we dissect it, and then we repair it and move to the next element, you know, understanding and knowing the continuous process, if you will, in that repairative or corrective service, Marissa, anything you want to add to that,

Speaker 2 ([17:26](#)):

Um, really onto the experience, speaking more to that, are you as his team? I mean, we have over 100 years of combined executive level experience, and many of us have been operators in this industry, and this is dating back to, you know, some of us, our CEO, for example, he's been in the industry for almost 15 years, myself. I've been in the industry for almost 10 and that's a trend within our company. So a lot of these mistakes that we're seeing, we made them ourselves. We had to figure out how to fix them. And we've had all this time to really hone in on the best approach for fixing these things. And without even being said, taking it a step further, we've been on the forefront of so many of these States in this country that are going online and legalizing cannabis and really cultivating no pun intended their

cannabis market. So we've gotten in, in the beginning and being able to like, excuse me, and been able to help people from the junk.

Speaker 4 ([18:27](#)):

Okay. If you had all the free time and money in the world, what issues would you like to help solve the most in the cannabis industry?

Speaker 3 ([18:37](#)):

Well, I mean, honestly, it's, it's, it's a complex environment and how could we simplify it in terms of a system or a process that can transcend States that can transcend country that can work in continuity and produce the best products, the best grows the best and experience, and to why people know while people to understand and know that it's, it's an intangible industry to involve themselves in whether it be from passion, whether it be from a, a, a testimonial and how the, you know, the plant has better and improve their lives in terms of medically or, um, you know, mentally, emotionally, even from that standpoint, but really that it's viable that it is a viable industry, that it, that we can make the comply, the complex simple, and really provide a great experience for, you know, for everyone in the industry.

Speaker 4 ([19:53](#)):

Okay. Marissa, uh, same question for you. If you had all the free time and money in the world, what issues would you like to help solve most in the cannabis industry?

Speaker 2 ([20:05](#)):

So that question could honestly be its own podcast episode. Um, I will keep this as brief as possible, but overall, and I apologize if this doesn't tie into the repair to services, but overall it's, it's really going to be social equity fixing or attempting to fix the racial. And it's just social injustice that has occurred over decades of time, um, because of cannabis because of the war on drugs. I should say that that's the biggest one. You know, that there are so many, so many people that have been and are still disproportionately impacted by the war on drugs. You know, we have at this point 16 States and DC that are fully legal for cannabis, but the number of people that we still have incarcerated because of cannabis and, you know, non-violent crimes, it's obscene, you know, is absolutely obscene. And that would be first and foremost, what I would absolutely, you know, if I could wave my magic wand, I would, I would fix that in a heartbeat.

Speaker 2 ([21:16](#)):

And, you know, I know there are plenty of States that are really trying to be on the forefront here and, and fix this. And, and it's not easy, you know, there's so much politics involved with it when it, there honestly shouldn't be, and this is pretty basic. We need to free these people that are sitting in prison for something that, you know, my husband does his job every single day. You know, it just, it doesn't make any sense. So that's really my would be my primary area of focus and will be, and will continue to be.

Speaker 4 ([21:47](#)):

Yeah, I agree. So what types of reparative services does HYC offer?

Speaker 2 ([21:54](#)):

So the biggest one, as I already mentioned previously, is going to be what we call a metric cleanup or an inventory cleanup. I say metrics specifically because it is the most widely mandated state track inventory tracking system utilized in the United States. But overall, it could be any sort of inventory tracking system cleanup. That's definitely the biggest one. We see that we perform for different operators, but there are other things as well, you know, back to design and build, we fixed permits, zoning issues. And obviously we can't just wave a magic wand and do that. We do have to work with the local governments and whatnot, but those are certain or specific corrective services that we do provide, um, even corrective services for applications. That's been one that's popped up quite frequently over the last couple of years. You know, whether the applicant initially went with someone who wasn't necessarily experienced the way that they promised or the way that the applicant had thought they were, and they really steered them in the complete wrong direction, uh, for an application, and then ended up not getting the license because of that, or, you know, getting some sort of deficiency notice because of that, we'll come in, we'll review the application more review deficiency notices, and we'll help that applicant hopefully still stay in the runnings for that license.

Speaker 2 ([23:16](#)):

So that that's definitely been a popular one that we've seen and really, you know, this isn't corrective, but it is so important to correct. A services is training, training, training, training. We really try to push that with any sort of repairative or corrective service that we're offering to a client. We're going to try to push the training side of things, because there's always that risk. If you don't put any procedures or training in place following this repairative service, but the same thing is just going

Speaker 4 ([23:43](#)):

To happen. I think that's about

Speaker 1 ([23:46](#)):

All the time we have for today. I'd like to thank you both Marissa and Anthony for being on the show. [inaudible] thank everybody for tuning in today and listening to our podcast for information on how to follow the higher enlightenment podcast. Please be sure to check out the description below you'll receive all the latest and greatest podcasts, news and announcements also like, you know, when we release new episodes, if you'd like to be a guest on a higher enlightenment podcasts or have ideas about upcoming episodes, please be sure to check out the description below for information about sponsorship or advertising on the higher enlightenment podcast. Please call us at eight four, four high yield that's eight four four eight chai, Y I E L D. Or visit our website@higheryieldsconsulting.com. Thanks. Have a great day. [inaudible].