



April 2021 New Business Registrations



Total New BRs:

54

Business Start Date	Business Category	Business Type	Location Address	DBA Business Name	Contact Name	Phone	Mailing Address	Employees	SQFT
04/29/2021	COMMERCIAL BUSINESS	TRANSPORTATION	1350 CHAPARRO ST, UNIT 1, LAS CRUCES, NM 88005	WE CARE AGENCY INC.	LAWRENCE RASCON	505-343-4300	1350 CHAPARRO ST UNIT 1, LAS CRUCES, NM 88001	75	1,000
04/23/2021	COMMERCIAL BUSINESS	PROFESSIONAL SERVICE	850 N MOTEL BLVD, LAS CRUCES, NM	PREMIER RCM INC	PAUL LEWIS	575-649-7586	850 MOTEL BLVD, LAS CRUCES, NM 88007	5	2,400
04/05/2021	COMMERCIAL BUSINESS	OTHER	1900 S ESPINA ST, #1, LAS CRUCES, NM 88001	HERB N LEGEND SMOKE SHOP	PAUL JOHNSON	575-526-0011	1900 S ESPINA ST STE 1, 1, LAS CRUCES, NM 88001	4	2,000
04/21/2021	COMMERCIAL BUSINESS	FOOD SERVICE	2405 S VALLEY DR, LAS CRUCES, NM	CHILITOS, INC	BOBBY PEREZ	575-526-4184	2405 S. VALLEY DR., LAS CRUCES, NM 88005	12	3,500
04/21/2021	COMMERCIAL BUSINESS	FOOD SERVICE	3850 FOOTHILLS, #10, LAS CRUCES, NM	CHILITOS, INC.	MELISSA LUCERO	575-650-9007	2405 S. VALLEY DR., LAS CRUCES, NM 88005	18	4,450
04/12/2021	COMMERCIAL BUSINESS	MANUFACTURING	770 N SEVENTEENTH ST, LAS CRUCES	MESILLA VALLEY EXTRACTS	ZACHARY MENDOZA	575-405-3148	2775 N. ROADRUNNER PKWY, APT. 3206, LAS CRUCES, NM 88011	2	3,500
04/27/2021	COMMERCIAL BUSINESS	RENTAL	3450 N SONOMA RANCH, LAS CRUCES, NM	SONOMA STORAGE LLC	JACOB LIVINGSTON	915-644-8923	20095 UVAS VALLEY RD NE, DEMING, NM 88030	2	104,000
04/09/2021	COMMERCIAL BUSINESS	RETAIL	550 E MADRID AVE, LAS CRUCES, NM	FX AUDIO	LUIS MARTINEZ	575-259-8288	550 E MADRID AVE, LAS CRUCES, NM 88001	2	400
04/09/2021	COMMERCIAL BUSINESS	SERVICE	755 S TELSHOR, #101F, LAS CRUCES, NM	MR PHONE DR LLC	JAVIER GUZMAN	575-202-2678	755 S TELSHOR, #101F, LAS CRUCES, NM	4	1,250
04/23/2021	COMMERCIAL BUSINESS	RETAIL	518 N TELSHOR BLVD, #C, LAS CRUCES, NM	NMIL, LLC	JASON BROWNING	575-740-6058	2121 WESTWIND RD, LAS CRUCES, NM 88007	3	1,400
04/13/2021	COMMERCIAL BUSINESS	BEAUTY	1675 DON ROSER, #B, LAS CRUCES, NM	LADY V'Z LLC	5752887081	575-288-7081	930 E BOUTZ RD #111, LAS CRUCES, NM 88001	1	1,000
04/07/2021	COMMERCIAL BUSINESS	OTHER	1041 N SOLANO, #B, LAS CRUCES, NM	SCALE UP AQUATICS & MAINTENANCE LLC	AARON E MAGDALENO	575-921-3552	1041 N SOLANO DR STE B, LAS CRUCES, NM 88001	3	796
04/12/2021	COMMERCIAL BUSINESS	PROFESSIONAL SERVICE	340 N CAMPO ST, LAS CRUCES, NM	CRYINGHEARTSOCIAL	VINCENT ANGELES	915-244-4852	2505 CHAPARRAL APT 3, LAS CRUCES, NM 88001	1	1,200
04/28/2021	COMMERCIAL BUSINESS	COUNSELING	1685 DON ROSER, #D, LAS CRUCES, NM	WIDE OPEN COUNSELING LLC	PATRICIA GUZMAN	575-642-0482	1685 S DON ROSER, SUITE D, LAS CRUCES, NM 88011	1	1,300
04/12/2021	COMMERCIAL BUSINESS	MASSAGE	951 N SOLANO DR, #A, LAS CRUCES, NM	ASIAN REAL MASSAGE	SUJUAN HAIG	575-642-7549	2923 SAN MATEO BLVD NE, ALBUQUERQUE, NM 87110	1	976
04/12/2021	COMMERCIAL BUSINESS	FINANCIAL SERVICES	1990 E LOHMAN, LAS CRUCES, NM	THE MORTGAGE PROFESSIONALS	PHIL STRALEY	575-524-6800	1990 E. LOHMAN AVE, LAS CRUCES, NM 88001	1	11,500
04/12/2021	COMMERCIAL BUSINESS	REAL ESTATE	1990 E LOHMAN, LAS CRUCES, NM	CROSS CITY REAL ESTATE	PHIL STRALEY	575-524-6800	1990 E. LOHMAN AVE, LAS CRUCES, NM 88001	2	11,500
04/14/2021	COMMERCIAL BUSINESS	MEDICAL PRACTICE	3003 HILLRISE, #A, LAS CRUCES, NM	STEPHANIE GONZALEZ DPM PA	STEPHANIE GONZALEZ	575-680-2227	PO BOX 221463, EL PASO, TX 79913	3	2,365
04/27/2021	COMMERCIAL BUSINESS	RETAIL	1940 S ESPINA, LAS CRUCES, NM	YA SMOKE SHOP	YASER ALSHAYEF	336-466-4808	1940 S ESPINA ST, LAS CRUCES, NM 88001	862627462	700
04/28/2021	COMMERCIAL BUSINESS	HEALTH	1990 E LOHMAN AVE, LAS CRUCES, NM	PEACE OF MIND COUNSELING SERVICES, LLC	KELLI SIERRAS	575-405-6943	1990 E LOHMAN AVE., LAS CRUCES, NM 88001	1	11,500
04/23/2021	COMMERCIAL BUSINESS	OTHER	3849 FOOTHILLS, #B, LAS CRUCES, NM	COACH KELLY'S BASECAMP	KELLY KOERPER	575-496-4030	4349 SNOW ROAD, LAS CRUCES, NM 88005	1	1,100
04/15/2021	HOME OCCUPATION	SERVICE	2090 N ALAMEDA, #G, LAS CRUCES, NM	BREEN'S CLEANING SEVICES	JACKIE GARN	575-405-0858	2090 N ALAMEDA, #G, LAS CRUCES, NM	1	200
04/28/2021	HOME OCCUPATION	MOBILE FOOD VENDOR	805 S ESPINA ST, LAS CRUCES, NM	TORTAS Y TACOS EL BUEN GUSTO	BERTHA ALICIA LOPEZ	575-222-5036	805 S ESPINA, LAS CRUCES, NM 88001	2	20

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04/15/2021	HOME OCCUPATION	ENTERTAINMENT	637, LAS CRUCES, NM	YOUNG O-M33ZY	OMAR	520-357-8331	637 FOSTER RD, APT. 7, LAS CRUCES, NM 88001	2	150
04/29/2021	HOME OCCUPATION	REAL ESTATE	100 IDAHO AVE, LAS CRUCES, NM	EL PATIO COMMUNITY LLC	EMMANUEL TORRES	575-268-3242	100 IDAHO AVE, LAS CRUCES, NM	3	249
04/09/2021	HOME OCCUPATION	ANIMAL	3815 LAMANITE, LAS CRUCES, NM	STEPHANIE SAENZ	STEPHANIE A SAENZ	575-740-1023	3815 LAMANITE CT, LAS CRUCES, NM 88012	1	300
04/26/2021	HOME OCCUPATION	ART	4065 GILA, LAS CRUCES, NM	DARIEN BOGART/BOGART STUDIO	DARIEN BOGART	719-400-9631	4065 GILA TRAIL, LAS CRUCES, NM 88005	1	250
04/20/2021	HOME OCCUPATION	RETAIL	7069 SILVER SPUR, LAS CRUCES, NM	THE FITS	DESTINY MONTOYA	575-915-0060	7069 SILVER SPUR ST, LAS CRUCES, NM 88012	1	200
04/19/2021	HOME OCCUPATION	REAL ESTATE	4144 COUNCIL OAK RD, LAS CRUCES, NM	R A N O LLC	RICARDO BEJARANO	575-694-0367	4144 COUNCIL OAK RD, LAS CRUCES, NM 88011	1	48
04/08/2021	HOME OCCUPATION	SERVICE	250 KAREN, LAS CRUCES, NM	HIGH REACH	STEVEN GURULE	575-571-7804	250 KAREN AVE, LAS CRUCES, NM 88007	1	250
04/07/2021	HOME OCCUPATION	WHOLESALE	3649 BALBOA, LAS CRUCES, NM	BALLOU AND COMPANY, LLC	RYAN BALLOU	949-535-6886	3649 BALBOA CT., LAS CRUCES, NM 88012	2	165
04/26/2021	HOME OCCUPATION	OTHER	502 PHILLIPS, LAS CRUCES, NM	MAITLAND ESSENTIAL OILS	JULIE MAITLAND	575-642-4708	PO BOX 1293, MESILLA, NM 88046	1	250
04/07/2021	HOME OCCUPATION	TRANSPORTATION	999 S TELSHOR, #607, LAS CRUCES, NM	AGUIRREE TRUCKING	DAVID OLIVAS	575-639-1849	999 S TELSHOR BLVD APT 607, LAS CRUCES, NM 88011	2	100
04/08/2021	HOME OCCUPATION	MASSAGE	1016 DEVENDALE AVE, LAS CRUCES, NM	MASSAGE THERAPIST	KELSEY OLSON	575-521-1053	1016 DEVENDALE, LAS CRUCES, NM 88005	1	110
04/07/2021	HOME OCCUPATION	PHOTOGRAPHY	4894 GALINA DR, LAS CRUCES, NM	BEST LENS PHOTOGRAPHY	COLLEEN SMITH	575-621-6120	4894 GALINA DR, LAS CRUCES, NM 88012	2	0
04/05/2021	HOME OCCUPATION	SERVICE	435 ITHACA, #N7, LAS CRUCES, NM	FRIENDLY MARKETING LLC	AMR SAKKA	575-494-1214	435 ITHACA COURT OFFICE, APT N7, LAS CRUCES, NM 88011	1	215
04/26/2021	HOME OCCUPATION	CONSTRUCTION / CONTRACTING	3812 AZALEA, LAS CRUCES, NM	ZAVALAS HANDYMAN SERVICE	ANTONIO ZAVALA	714-615-1458	3812 AZALEA DR, LAS CRUCES, NM 88005	1	150
04/08/2021	HOME OCCUPATION	SERVICE	1303 FOUNTAIN LOOP, LAS CRUCES, NM	ORTIZ LANDSCAPING	BERNICE ORTIZ	575-805-2046	1303 FOUNTAIN LOOP, LAS CRUCES, NM 88007	2	200
04/07/2021	HOME OCCUPATION	CONSTRUCTION / CONTRACTING	2902 MAJESTIC RIDGE, APT B, LAS CRUCES, NM	NM POWER PROS LLC	ALEX ZAMORA	575-644-9530	2902 MAJESTIC RIDGE APT B, LAS CRUCES, NM 88011	2	50
04/07/2021	HOME OCCUPATION	OTHER	3957 AGUA DE VIDA, LAS CRUCES, NM	REVOKON MEDIA SOLUTIONS	J.D. HARRIS	229-395-7119	P.O. BOX 13052, LAS CRUCES, NM 88013	1	100
04/07/2021	HOME OCCUPATION	RETAIL	1774 ROYAL, LAS CRUCES, NM	CHILE LIFE LLC	MICHAEL RAY	406-208-7791	1774 ROYAL DR, LAS CRUCES, NM 88011	1	10
04/26/2021	HOME OCCUPATION	OTHER	4286 NAMBE CT, LAS CRUCES, NM	SWORD & SCALE CONSULTING, LLC	JENNIFER HANSON BYERS	575-520-0020	4286 NAMBE COURT, LAS CRUCES, NM 88011	1	100
04/08/2021	HOME OCCUPATION	OTHER	706 S MESQUITE, #A, LAS CRUCES, NM	CAMINO ENTERPRISES	FAITH HUTSON	575-635-1608	706 SOUTH MESQUITE ST, APT B, LAS CRUCES, NM 88001	1	124
04/15/2021	HOME OCCUPATION	COUNSELING	1612 DELANO, #F, LAS CRUCES, NM	MELANIE D MCKINNEY	MELANIE MCKINNEY	575-621-9620	1612 DELANO STREET, APT F, LAS CRUCES, NM 88001	1	171
04/26/2021	HOME OCCUPATION	HEALTH	4642 MONUMENT CT, LAS CRUCES, NM	NAMI-SNM	ALICIA BLASINGAME	719-323-3960	P.O. BOX 2556, LAS CRUCES, NM 88004	1	116
04/20/2021	HOME OCCUPATION	JEWELRY	5315 IMPERIAL DR, LAS CRUCES, NM	OCTOBER MOON	HANA MATKIN	575-635-1897	5315 IMPERIAL DR., LAS CRUCES, NM 88012	1	120
04/21/2021	HOME OCCUPATION	CONSTRUCTION / CONTRACTING	377 JASPER DR, LAS CRUCES, NM	ANTILLON CONSTRUCTION	FRANKIE	915-808-8500	377 JASPER DR1, LAS CRUCES, NM 88001	1	150
04/20/2021	HOME OCCUPATION	BUSINESS SERVICE	4256 CANTERRA, LAS CRUCES, NM	OVERCAST CONSULTING, LLC	ABRAHM OVERCAST	575-640-6397	4256 CANTERRA ARC, LAS CRUCES, NM 88011	1	400
04/26/2021	HOME OCCUPATION	ART	3402 BIXLER DR, APT 902, LAS CRUCES, NM	CREATIVE CREATIONS BY RANDALL L	RANDY WIDING	575-520-1343	3402 BIXLER DR, SUITE 902, LAS CRUCES, NM 88012	1	180
04/26/2021	HOME OCCUPATION	CONSTRUCTION / CONTRACTING	1151 STEINS DR, LAS CRUCES, NM	PRESTIGE FLOORING AND REMODELING	DANIA SOTO	157-562-1448	1151 STEINS DR., LAS CRUCES, NM 88012	1	20

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54

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04/26/2021	HOME OCCUPATION	SERVICE	3650 MORNING STAR DR, APT 1605, LAS CRUCES, NM	REVEAL THE HEART	JOHNLYN BROEDER	605-269-1770	3650 MORNINGSTAR DRIVE, UNIT 1605, LAS CRUCES, NM 88011	1	100
04/28/2021	HOME OCCUPATION	ENTERTAINMENT	5031 GALINA DR, LAS CRUCES, NM	GOLD HAT PRODUCTIONS LLC	ETHAN SLAUGHTER	806-344-1956	5031 GALINA DR, LAS CRUCES, NM	2	190
04/29/2021	HOME OCCUPATION	INSURANCE	3814 RANCHERS RD, LAS CRUCES, NM	BETTER INSURANCE SOLUTIONS	THOMAS OSBURN	575-639-8581	1990 E. LOHMAN, #V17, LAS CRUCES, NM 88001	1	100
04/15/2021	HOME OCCUPATION	PROFESSIONAL SERVICE	415 1/2 E MAY, LAS CRUCES, NM	CARLOS IBARRA-AUGIRRE, ATTORNEY AT LAW	CARLOS IBARRA	575-527-4045	415 E. MAY AVENUE, LAS CRUCES, NM 88001	1	300