

From Law to Code: A Legal Titan's Bid to Reinvent Private Lending

KEY DATA

\$2 trillion: The private credit market size at the end of 2023, projected to reach **\$3.5 trillion by 2028**.
-\$36 billion: The value of Miami's startup ecosystem, positioning it as a fintech hub. - **September 2026:** Launch date for Geraci LLP's proprietary technology platforms at the 'Elevate & Activate' conference.

EXPERT CONSENSUS

Experts would likely conclude that Geraci LLP's pivot from legal advisory to technology innovation represents a strategic response to the private lending industry's need for scalable, compliance-focused solutions, though its success will depend on differentiating itself in a crowded fintech landscape.

CT Carol Thomas 1 day ago
 Carol Thomas Daily



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MIAMI, FL – June 16, 2026 – In the world of high-stakes finance, law firms are typically the cautious guardians of precedent, the drafters of iron-clad contracts that mitigate risk. They are not, traditionally, the builders of disruptive technology. Yet, Geraci LLP, a legal and strategic advisory firm steeped in the complexities of private lending for over two decades, is making a bold pivot from counsel to coder. This September, the firm plans to unveil a suite of proprietary technology platforms in Miami, a move that signals a profound shift not only for the company but for the entire private lending ecosystem.

The Trillion-Dollar Question

CEO Anthony Geraci and COO Jasmine Daya, will pull back the curtain on what they've been building.

"We've spent the last year building behind the scenes, challenging assumptions and asking a simple question: what if private lenders had access to tools and experiences designed specifically for the way they actually do business?" said Anthony Geraci in a statement. "The future of private lending won't just be discussed at Elevate & Activate, it will be unveiled."

This isn't just industry hyperbole. The stakes are monumental. The private credit market, a critical source of capital for businesses and real estate projects often overlooked by traditional banks, swelled to an estimated \$2 trillion by the end of 2023. Projections show it could reach a staggering \$3.5 trillion by 2028. It's a world built on speed, relationships, and complex deal structures, but it has often lagged in technological adoption, remaining reliant on manual processes, spreadsheets, and costly, time-consuming legal reviews. Geraci's move poses a fundamental question to this booming sector: can a business built on bespoke legal advice be scaled and automated through a tech platform without losing its core value?

A Strategic Pivot from Precedent to Platform

To understand Geraci LLP's current trajectory, one must look at its evolution. The firm's recent relaunch under Anthony Geraci and the appointment of Jasmine Daya as COO marked a clear strategic pivot towards a more integrated, technology-forward model. This isn't a sudden leap into the unknown but the culmination of a long-simmering strategy.

The firm has already dipped its toes in the tech waters. Earlier this year, it soft-launched 'Automate Loan Docs,' an AI-powered platform designed to generate state-compliant loan documents in minutes. This service, built upon the firm's extensive legal expertise and what it calls "court-tested" templates, was a direct assault on a major bottleneck in the lending process. It was a tangible demonstration of turning deep, specialized legal knowledge into a scalable software solution. An earlier product, Lightning Docs™, which integrated with other lending software, laid further groundwork for this strategy.

This history suggests the new platforms to be unveiled in Miami will likely follow a similar playbook: leveraging decades of legal and operational know-how to solve real-world industry problems. Daya, the architect of the firm's "Integrated Protection Model™," which merges loan documentation with insurance oversight, is a key figure in this synthesis. Her involvement points towards solutions that don't just promise efficiency but are deeply rooted in risk management and compliance—a critical differentiator in a market where a single legal misstep can be catastrophic.

Navigating a Crowded and Complex Tech Landscape

Geraci LLP is entering a fiercely competitive arena. The fintech landscape is littered with loan origination systems (LOS), servicing software, and AI-driven underwriting engines from providers like nCino, TurnKey Lender, and a host of other venture-backed startups, all vying to digitize the lending lifecycle. To succeed, the firm's new offerings must provide more than just a slick user interface.


Their competitive edge, it seems, is their very identity as a law firm. In an industry grappling with a patchwork of state-level regulations, the promise of "attorney-backed confidence" is a powerful value proposition. As artificial intelligence becomes more prevalent in lending, regulatory scrutiny is intensifying. Industry bodies like the Mortgage Bankers Association have already called for clearer risk management frameworks to govern AI use, highlighting the legal ambiguities that worry lenders. By building its technology from a foundation of legal and compliance expertise, Geraci LLP is positioning itself as a safe harbor in these turbulent waters, offering a product that is not only innovative but, crucially, defensible.

Miami: The New Nexus of Capital and Code

The choice of Miami as the launchpad for this new venture is no accident. The city has aggressively cultivated an image as a global hub for technology and finance, transforming its economy far beyond its traditional tourism base. With a startup ecosystem valued at over \$36 billion and a thriving fintech scene, Miami has become a magnet for capital, talent, and innovation. Hosting a conference focused on the future of lending here is a deliberate act of situating the firm's vision at the heart of this new nexus.

The 'Elevate & Activate' event aims to be more than a product launch; it is being marketed as an ecosystem-building exercise. By bringing together every facet of the private lending world, the firm hopes to facilitate the very deal-making and partnerships its technology is designed to

streamline. It's a reflection of a broader trend where the lines between industry, technology, and geography are blurring, creating new centers of gravity for business. As the worlds of private credit and technology converge this September, all eyes will be on Miami to see if a law firm can indeed redefine the future of finance.

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
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