



South Central Idaho

The Liquidation Center

2021



The Liquidation Center

Sergio Mendoza, Owner
Jerome, Idaho
Started: 2015

the-liquidation-center.com

“I've enjoyed working alongside the SBDC. It's like having an additional business partner whom I can discuss my business needs with.”

Entrepreneurship is a world that Sergio Mendoza grew up in. Coming from a family of immigrants, his parents established a business when he was two years old. Raised in Jerome, Idaho, he returned to his hometown after acquiring a bachelor's in economics and business management from Northwest Nazarene University in 2013.

Mendoza's Furniture first opened in August of 2015, but changed its name to The Liquidation Center in 2018 with a renewed vision that new furniture and mattresses could be affordable and accessible to households of all incomes.

In 2019 he started working with Twin Falls CSI Small Business Development Center on a business plan to purchase the buildings he was leasing and an additional warehouse. The Liquidation Center continues to offer a wide variety of furniture and mattresses all for under 600 hundred dollars.



**ACCELERATING
BUSINESS SUCCESS**