

Denver Report Card

Aurora / Iliff (Store #: 6274)

15320 E Iliff Ave Aurora, CO 80013

Created: 4/28/2025

Personnel

First Impression	A
Customers are VIPd at their vehicles	F
Employees are dressed in approved Big O uniforms	A
Uniforms are clean and maintained	A
Employees are well-groomed	A
Employees are courteous and polite	A

Comments:

Exterior

First Impression	B
Parking lot is clean and free of garbage, cigarette butts, debris	C
Exterior signage is appropriate, in good condition, and visible	A
Exterior landscaping is well maintained and appealing	B
Exterior lights are fully functional (both building and signage)	A
Roadside attention getters	A
Tires displayed	A
Old tires are organized in bin	-
Exterior windows are clean	B
Window clings are placed appropriately for entrance traffic	A

Comments:

Marketing/Advertising

Monthly POPs are current and displayed in appropriate locations **B** One expired poster

Staff is aware of monthly promotions **A**

Comments:

Interior

First Impressions **A**

Interior is bright, inviting and comfortable **A**

Sales counter is clean and free from clutter **B**

Interior paint is not faded, chipped, or dirty **B**

Waiting area is clean, comfortable, and appealing (contains toys, female magazines, etc.) **A**

Tire stands and tire inserts are displayed and in good condition **A**

Floor is free from water, mud, dirt, and grease **B**

Lights are functioning, not burnt out or flickering **A**

Midgrade & entry-level tires displayed **A**

Big O brand tires on display **A**

Major brand tires on display **A**

Wheels clean, displayed, and free of dust **B**

Balloons in use **-**

Comments:

Restrooms

Restrooms are clean and in good working order **B**

Comments:

Shop

First Impression **B**

Shop is neat, clean, and organized **B**

Customer would feel comfortable being brought back in the shop **B**

Appropriate music played **A**

Speed lane in use **-**

Employees in uniform and wearing safety glasses **-**

Covers and floor mats are used **A**

Comments: