

Denver Report Card

Aurora / Iliff (Store #: 6274)

15320 E Iliff Ave Aurora, CO 80013

Created: 7/15/2025

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:	