

## Denver Report Card

**Aurora / Iliff** (Store #: 6274)

15320 E Iliff Ave Aurora, CO 80013

Created: 12/15/2025

### 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:		

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:**