

## Denver Report Card

Denver / Federal Blvd (Store #: 6273)  
1940 S Federal Blvd Denver, CO 80219  
Created: 9/15/2025

### Personnel

First Impression	B	
Customers are VIPd at their vehicles	F	I waited 15 minutes in the parking lot for a customer to pull in. They weren't greeted at their car but when they went inside, Alan greeted them and then took them back out of their car to do an awesome VIP.
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	B	

Comments:

### Exterior

First Impression	C	
Parking lot is clean and free of garbage, cigarette butts, debris	C	Lots of cigarette butts and trash in the parking lot.
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	F	
Old tires are organized in bin	A	
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	C	Lots of old Popee up for expired sales. Also had a black Friday sticker and a spring super sale sign up.
Staff is aware of monthly promotions	A	
Comments:		

Interior		
First Impressions	B	
Interior is bright, inviting and comfortable	B	
Sales counter is clean and free from clutter	C	
Interior paint is not faded, chipped, or dirty	B	
Waiting area is clean, comfortable, and appealing (contains toys, female magazines, etc.)	B	
Tire stands and tire inserts are displayed and in good condition	B	
Floor is free from water, mud, dirt, and grease	C	
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	-	
Balloons in use	F	Balloons!
Comments:		

Restrooms		
Restrooms are clean and in good working order	C	Sink and mirror needed a touchup.
Comments:		

## Shop

**First Impression**

**B**

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

**C**

**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**

**F**

Everyone was wearing glasses!

**Covers and floor mats are used**

**F**

**Comments:**