

Denver Report Card

Conifer (Store #: 6295)

26237 Conifer Rd Conifer, CO 80433

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 | B |
| 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 | B |
| Exterior signage is appropriate, in good condition, and visible | A |
| Exterior landscaping is well maintained and appealing | A |
| Exterior lights are fully functional (both building and signage) | A |
| Roadside attention getters | A |
| Tires displayed | A |
| 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 | There were several tire inserts and signs that had expired POP. |
| 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 **C**

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

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 **B**

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 **A**

Balloons in use **N/A**

Comments:

Restrooms

Restrooms are clean and in good working order **C** Sink, toilet, and floor all need a touch up.

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 **F** While I was in the shop I heard music playing that mentioned the "b" word and "n" word. I might be disappointed if customers were to hear this.

Speed lane in use **N/A**

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

Covers and floor mats are used **F** I didn't see floor mats or covers inside any of the cars.

Comments: