

Denver Report Card

Aurora / Smoky Hill Rd (Store #: 6293)
22994 E Smoky Hill Rd Aurora, CO 80016
Created: 7/15/2025

Personnel

First Impression	A	
Customers are VIPd at their vehicles	F	I didn't see any
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	A
Parking lot is clean and free of garbage, cigarette butts, debris	A
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	A
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	A
Interior paint is not faded, chipped, or dirty	-
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	-
Balloons in use	-
Comments:	

Restrooms	
Restrooms are clean and in good working order	B
Comments:	

Shop		
First Impression	A	
Shop is neat, clean, and organized	A	
Customer would feel comfortable being brought back in the shop	A	
Appropriate music played	A	
Speed lane in use	-	
Employees in uniform and wearing safety glasses	C	I only saw one employee with glasses
Covers and floor mats are used	F	I didn't see any.
Comments:		