

Denver Report Card

Wheat Ridge (Store #: 6038)

9491 W 44th Ave #105 Wheat Ridge, CO 80033

Created: 9/15/2025

Personnel

First Impression**A**

Customers are VIPd at their vehicles

-

I didn't see any VIPs today.

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

-

Old tires are organized in bin

A

Exterior windows are clean

A

Window clings are placed appropriately for entrance traffic

A

Comments:

Marketing/Advertising		
Monthly POPs are current and displayed in appropriate locations	B	One POP up for the sale that ended yesterday
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	A	
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:		

First Impression	A
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Shop is neat, clean, and organized	A

Statement	A	B	C	D	E
Customer would feel comfortable being brought back in the shop	0.90	0.88	0.85	0.82	0.80

Appropriate music played **A**

Speed lane in use	-
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Employees in uniform and wearing safety glasses	A
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Covers and floor mats are used	A
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Comments: