

Denver Report Card

Firestone (Store #: 6291)

8100 Colorado Blvd Firestone, CO 80504

Created: 9/15/2025

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 **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 **-**

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	-	I didn't see any current promotions 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	A	
Interior paint is not faded, chipped, or dirty	A	
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	C	
Appropriate music played	F	There were no customers while I was there, but the music that was playing would've been inappropriate for anyone else to have heard.
Speed lane in use	-	
Employees in uniform and wearing safety glasses	C	
Covers and floor mats are used	-	I didn't see any seat covers or floor mats
Comments:		