

Denver Report Card

Firestone (Store #: 6291)

8100 Colorado Blvd Firestone, CO 80504

Created: 7/15/2025

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: | | |