

## Denver Report Card

**Lakewood / Colfax Ave** (Store #: 6250)  
9009 W Colfax Ave Lakewood, CO 80215  
Created: 7/15/2025

### Personnel

<b>First Impression</b>	<b>A</b>	
<b>Customers are VIPd at their vehicles</b>	<b>F</b>	I didn't see any VIPs.
<b>Employees are dressed in approved Big O uniforms</b>	<b>A</b>	
<b>Uniforms are clean and maintained</b>	<b>A</b>	
<b>Employees are well-groomed</b>	<b>A</b>	
<b>Employees are courteous and polite</b>	<b>A</b>	

Comments:

### Exterior

<b>First Impression</b>	<b>A</b>
<b>Parking lot is clean and free of garbage, cigarette butts, debris</b>	<b>A</b>
<b>Exterior signage is appropriate, in good condition, and visible</b>	<b>A</b>
<b>Exterior landscaping is well maintained and appealing</b>	<b>A</b>
<b>Exterior lights are fully functional (both building and signage)</b>	<b>A</b>
<b>Roadside attention getters</b>	<b>-</b>
<b>Tires displayed</b>	<b>F</b>
<b>Old tires are organized in bin</b>	<b>A</b>
<b>Exterior windows are clean</b>	<b>B</b>
<b>Window clings are placed appropriately for entrance traffic</b>	<b>A</b>

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	B	
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	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	C	Needed some touchup. Base of toilet could use a good cleaning also.
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	A	
Employees in uniform and wearing safety glasses	A	Every employee in back was wearing safety glasses
Covers and floor mats are used	F	I didn't see seat covers and floor mats
Comments:		