

Denver Report Card

Aurora / Iliff (Store #: 6274)

15320 E Iliff Ave Aurora, CO 80013

Created: 7/15/2025

Personnel

First Impression	A	
Customers are VIPd at their vehicles	F	I didn't see any VIPs.
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	B	
Parking lot is clean and free of garbage, cigarette butts, debris	C	Lots of cigarette butts around the entrance and the hedges.
Exterior signage is appropriate, in good condition, and visible	A	
Exterior landscaping is well maintained and appealing	B	
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	A	
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	B	
Interior paint is not faded, chipped, or dirty	B	
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:		

Shop

First Impression

A

Shop is neat, clean, and organized

B

**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**

F

I didn't see any safety glasses

Covers and floor mats are used

F

I didn't see any floor mats or seat covers.

Comments: