

## **Denver Report Card**

**Denver / Colfax** (Store #: 6228) 5405 E Colfax Ave Denver, CO 80220

Created: 10/16/2025

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	В
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	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	В
Sales counter is clean and free from clutter	В
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	В
Comments:	

Shop		
First Impression	В	
Shop is neat, clean, and organized	В	
Customer would feel comfortable being brought back in the shop	Α	
Appropriate music played	A	
Speed lane in use	-	
Employees in uniform and wearing safety glasses	С	Several employees had safety glasses on, but some did not.
Covers and floor mats are used	A	I saw seat covers and floor mats!
Comments:		