

Denver Report Card

Firestone (Store #: 6291) 8100 Colorado Blvd Firestone, CO 80504

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	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	A
Tires displayed	F
Old tires are organized in bin	A
Exterior windows are clean	В
Window clings are placed appropriately for entrance traffic	A
Comments:	

Marketing/Advertising		
Monthly POPs are current and displayed in appropriate locations	F	No POP for the current sale.
Staff is aware of monthly promotions	Α	
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	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	D	Definitely needed a touchup
Comments:		

Shop		
First Impression	Α	
Shop is neat, clean, and organized	В	
Customer would feel comfortable being brought back in the shop	A	
Appropriate music played	В	
Speed lane in use	-	
Employees in uniform and wearing safety glasses	F	I didn't see safety glasses
Covers and floor mats are used	F	I didn't see floor mats and seat covers.
Comments:		