

Denver Report Card

Lakewood / Colfax Ave (Store #: 6250)
9009 W Colfax Ave Lakewood, CO 80215
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	-
Parking lot is clean and free of garbage, cigarette butts, debris	-
Exterior signage is appropriate, in good condition, and visible	-
Exterior landscaping is well maintained and appealing	-
Exterior lights are fully functional (both building and signage)	-
Roadside attention getters	-
Tires displayed	-
Old tires are organized in bin	-
Exterior windows are clean	-
Window clings are placed appropriately for entrance traffic	-

Comments:

Marketing/Advertising		
Monthly POPs are current and displayed in appropriate locations	F	
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	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	F	
Balloons in use	N/A	
Comments:		

Restrooms		
Restrooms are clean and in good working order	C	
Comments:		

Shop		
First Impression	B	
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	A	
Employees in uniform and wearing safety glasses	A	Everyone had safety glasses on!
Covers and floor mats are used	A	
Comments:		