

Denver Report Card

Denver / Colfax (Store #: 6228)
5405 E Colfax Ave Denver, CO 80220
Created: 4/28/2025

Personnel

First Impression	-
Customers are VIPd at their vehicles	-
Employees are dressed in approved Big O uniforms	-
Uniforms are clean and maintained	-
Employees are well-groomed	-
Employees are courteous and polite	-

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 -

Staff is aware of monthly promotions -

Comments:

Interior

First Impressions -

Interior is bright, inviting and comfortable -

Sales counter is clean and free from clutter -

Interior paint is not faded, chipped, or dirty -

Waiting area is clean, comfortable, and appealing (contains toys, female magazines, etc.) -

Tire stands and tire inserts are displayed and in good condition -

Floor is free from water, mud, dirt, and grease -

Lights are functioning, not burnt out or flickering -

Midgrade & entry-level tires displayed -

Big O brand tires on display -

Major brand tires on display -

Wheels clean, displayed, and free of dust -

Balloons in use -

Comments:

Restrooms

Restrooms are clean and in good working order -

Comments:

Shop

First Impression -

Shop is neat, clean, and organized -

Customer would feel comfortable being brought back in the shop -

Appropriate music played -

Speed lane in use -

Employees in uniform and wearing safety glasses -

Covers and floor mats are used -

Comments: