

Denver Report Card

Denver / Peoria St (Store #: 6231)

4695 Peoria St Denver, CO 80239

Created: 9/15/2025

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 B

Parking lot is clean and free of garbage, cigarette butts, debris C

Exterior signage is appropriate, in good condition, and visible A

Exterior landscaping is well maintained and appealing -

Exterior lights are fully functional (both building and signage) A

Roadside attention getters A

Tires displayed A

Old tires are organized in bin -

Exterior windows are clean B

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	B	
Interior is bright, inviting and comfortable	A	
Sales counter is clean and free from clutter	B	
Interior paint is not faded, chipped, or dirty	C	
Waiting area is clean, comfortable, and appealing (contains toys, female magazines, etc.)	B	
Tire stands and tire inserts are displayed and in good condition	A	
Floor is free from water, mud, dirt, and grease	B	
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	-	
Comments:		

Restrooms		
Restrooms are clean and in good working order	A	
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	-
Employees in uniform and wearing safety glasses	C
Covers and floor mats are used	F
Comments:	