

Denver Report Card

Denver / Peoria St (Store #: 6231)

4695 Peoria St Denver, CO 80239

Created: 12/15/2025

Personnel

First Impression	A	
Customers are VIPd at their vehicles	F	I didn't see anyone VIPd
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	Lots of cigarette butts and paper/trash in parking lot
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	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** Some clutter

Interior paint is not faded, chipped, or dirty **C** Walls has lots of tire marks. Door to shop needs a new coat of paint

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** I didn't see any wheels displayed

Balloons in use **F** No balloons

Comments:

Restrooms

Restrooms are clean and in good working order **A** Cleanest bathroom I've seen all month!

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** One employee wearing street clothes and no employees wearing safety glasses

Covers and floor mats are used **F**

Comments:

I didn't see any covers or mats in the cars being worked on