

GOETZ JAMES A  
Form 4  
May 01, 2007

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
GOETZ JAMES A

2. Issuer Name and Ticker or Trading Symbol  
SERVICEMASTER CO [SVM]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
3250 LACEY ROAD, SUITE 600

3. Date of Earliest Transaction  
(Month/Day/Year)  
04/27/2007

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
SVP & CIO

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

DOWNERS  
GROVE, IL 60515-1700

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V Amount (A) or (D) Price   |   |  |                                   |
| Common stock \$.01 par value    | 04/27/2007                           |  | M                              | 4,506 A \$ 13.87  | 43,425 <sup>(1)</sup>   | D  |                                   |
| Common stock \$.01 par value    |                                      |  |                                |   | 175 <sup>(2)</sup>  | I  | By 401(k) plan                    |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

number.

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | Amount or Number of Shares |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                      | Amount or Number of Shares |
| 2000 Emplée Stock Option (Right to Buy)    | \$ 9.88  |                                      |  |                                |   | 03/18/2004   | 03/17/2013  | Common Stock               | 43,33                      |
| 2000 Emplée Stock Option (Right to Buy)    | \$ 13.87   |                                      |  |                                |   | 01/11/2002   | 01/10/2009  | Common Stock               | 50,00                      |
| WSH Emplée Stock Option (Right to Buy)     | \$ 13.87   | 04/27/2007                           |  | M                              | 4,506   | 05/02/2001   | 05/01/2007  | Common Stock               | 4,50                       |
| 2003 EIP Stock Appreciation Right          | \$ 10.73   |                                      |  |                                |   | 02/13/2005   | 02/12/2014  | Common Stock               | 32,50                      |
| 2003 EIP Stock Appreciation Right          | \$ 12.45   |                                      |  |                                |   | 02/14/2007   | 02/13/2016  | Common Stock               | 40,00                      |
| 2003 EIP Stock Appreciation Right          | \$ 13.44   |                                      |  |                                |   | 02/11/2006   | 02/10/2015  | Common Stock               | 37,50                      |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |         |           |
|--------------------------------|---------------|-----------|---------|-----------|
|                                | Director      | 10% Owner | Officer | Other     |
|                                |               |           |         | SVP & CIO |

