

GOETZ JAMES A  
Form 4  
March 20, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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)  
03/18/2007

\_\_\_\_ 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    | 03/18/2007                           |                                                    | F                              | 490 D \$ 13.31                                                    | 38,585 <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) |              |                            |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|--------------|----------------------------|
|                                            |                                                        |                                      |                                                    | 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 | 43,333                     |
| 2000 Emplée Stock Option (Right to Buy)    | \$ 13.87                                               |                                      |                                                    |                                |                                                                                         | 01/11/2002                                               | 01/10/2009                                                    | Common Stock | 50,000                     |
| WSH Emplée Stock Option (Right to Buy)     | \$ 13.87                                               |                                      |                                                    |                                |                                                                                         | 05/02/2001                                               | 05/01/2007                                                    | Common Stock | 4,506                      |
| 2003 EIP Stock Appreciation Right          | \$ 10.73                                               |                                      |                                                    |                                |                                                                                         | 02/13/2005                                               | 02/12/2014                                                    | Common Stock | 32,500                     |
| 2003 EIP Stock Appreciation Right          | \$ 12.45                                               |                                      |                                                    |                                |                                                                                         | 02/14/2007                                               | 02/13/2016                                                    | Common Stock | 40,000                     |
| 2003 EIP Stock Appreciation Right          | \$ 13.44                                               |                                      |                                                    |                                |                                                                                         | 02/11/2006                                               | 02/10/2015                                                    | Common Stock | 37,500                     |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Reporting Owners

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GOETZ JAMES A  
3250 LACEY ROAD, SUITE 600  
DOWNERS GROVE, IL 60515-1700

SVP & CIO

## Signatures

Cristen Kogl by power of  
attorney

03/20/2007

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Shares withheld for the tax obligation on restricted stock vesting. Mr. Goetz has an agreement on file to automatically withhold shares for all vesting of restricted stock and restricted stock units. The agreement was pre-cleared and signed on August 8, 2005.
- (2) Includes shares acquired through the ServiceMaster Profit Sharing and Retirement Plan through February 28, 2007.
- (3) The option is exercisable in five equal annual installments beginning on the first anniversary of the date of the grant.
- (4) The stock appreciation right is exercisable in five equal annual installments beginning on the first anniversary of the date of grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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