

GOETZ JAMES A  
Form 4  
March 22, 2006

**FORM 4**

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

OMB APPROVAL

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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)  
03/20/2006

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

SENIOR VICE PRESIDENT

(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 Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  | Code                           | V Amount (D) Price  |   |  |  |
| Common stock \$.01 par value    | 03/20/2006                           |  | F                              | 490 D \$ 12.764   | 50,080 <sup>(1)</sup>   | D  |  |
| Common stock \$.01 par value    |                                      |  |                                |   | 167 <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 Emplee Stock Option (Right to Buy)    | \$ 9.88  |                                      |  |                                |   | 03/18/2004      03/17/2013                               | Common Stock      43,333                                      |
| 2000 Emplee Stock Option (Right to Buy)    | \$ 13.87   |                                      |  |                                |   | 01/11/2002      09/10/2006                               | Common Stock      17,469                                      |
| 2000 Emplee Stock Option (Right to Buy)    | \$ 13.87   |                                      |  |                                |   | 01/11/2002      01/10/2009                               | Common Stock      50,000                                      |
| WSH Emplee Stock Option (Right to Buy)     | \$ 13.87   |                                      |  |                                |   | 09/11/2000      09/10/2006                               | Common Stock      18,025                                      |
| WSH Emplee 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                                      |
|  | \$ 13.44   |                                      |  |                                |   | 02/11/2006      02/10/2015                               |   |
|  |  |                                      |  |                                |   |  | 37,500  |

2003 EIP  
Stock  
Appreciation  
Right

Common  
Stock

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                       |       |
|---|---------------|-----------|-----------------------|-------|
|   | Director      | 10% Owner | Officer               | Other |
| GOETZ JAMES A<br>3250 LACEY ROAD, SUITE 600<br>DOWNERS GROVE, IL 60515-1700 |               |           | SENIOR VICE PRESIDENT |       |

## Signatures

Sandra L. Groman by power of attorney  
03/22/2006

\_\_\_\_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 were acquired as a restricted stock unit award, each unit representing the right to receive one share of ServiceMaster's common stock upon distribution.
- (2) Includes 3 shares acquired through the ServiceMaster Profit Sharing and Retirement Plan during the period September through December 2005.
- (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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