

GOETZ JAMES A  
Form 4  
March 03, 2005

**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

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

DOWNERS  
GROVE, IL 60515-1700

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/01/2005

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

SENIOR VICE PRESIDENT

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

**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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)  |   |  |   |
|                                 |                                      |  | Code                           | V Amount  | (D) Price   |  |   |
| Common stock \$.01 par value    | 03/01/2005                           |  | F                              | 830   | D \$ 13.205   | 44,172   | D   |

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474 (9-02)

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

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| 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          | \$ 13.44   |                                      |  |                                |   | 02/11/2006   | 02/10/2015  | Common Stock | 37,500                     |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

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

SENIOR VICE PRESIDENT

## Signatures

Sandra L. Groman by power of  
attorney

03/03/2005

\_\_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) The option is exercisable in five equal annual installments beginning on the first anniversary of the date of the 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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