SERVICEMASTER CO

Form 4

February 27, 2006

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB

OMB APPROVAL

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obligations

Check this box

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 may continue. See Instruction

30(h) of the Investment Company Act of 1940

1(b).

(Last)

(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

(Middle)

3. Date of Earliest Transaction

Director 10% Owner

(Check all applicable)

SENIOR VICE PRESIDENT

(First) 3250 LACEY ROAD, SUITE 600

(Month/Day/Year) 02/23/2006

X_ Officer (give title Other (specify below)

(Street)

4. If Amendment, Date Original

Applicable Line)

X Form filed by One Reporting Person

6. Individual or Joint/Group Filing(Check

Filed(Month/Day/Year)

Form filed by More than One Reporting

Person

DOWNERS GROVE, IL 60515-1700

(City)	(State) (2	Tabl	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned								
1.Title of	2. Transaction Date	2A. Deemed	3.	4. Securities	5. Amount of	6. Ownership	7. Nature of				
Security	(Month/Day/Year)	Execution Date, if	Transactio	onAcquired (A) or	Securities	Form: Direct	Indirect				

Security (Month/Day/Year) Execution Date, if (Instr. 3) Code (Month/Day/Year) (Instr. 8)

TransactionAcquired (A) or Disposed of (D) (Instr. 3, 4 and 5)

Securities Beneficially Owned Following

Form: Direct (D) or Beneficial Indirect (I) Ownership (Instr. 4) (Instr. 4)

Reported Transaction(s) (Instr. 3 and 4)

or (D) Price Code V Amount

Α 4,000 \$0 52,138 (1) Α

(A)

D

I

par value stock \$.01

par value

Common stock \$.01

Common

02/23/2006

167 (2)

By 401(k) plan

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

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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. Transactic Code (Instr. 8)	5. ofNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)			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 3250 LACEY ROAD, SUITE 600 DOWNERS GROVE, IL 60515-1700

SENIOR VICE PRESIDENT

Signatures

Sandra L. Groman by power of attorney

02/27/2006

**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 issued as a discretionary bonus as approved by the Compensation and Leadership Development Committee on February 23, 2006.
- (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. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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