

SERVICEMASTER CO
Form 4
March 05, 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 *
CROMIE SCOTT J

(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)
03/01/2007

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)

GROUP 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 Ownership (Instr. 4)
			Code	V Amount (D) Price			
Common stock \$.01 par value	03/01/2007		F	2,297 (1) D \$ 13.35	52,936	D	
Common stock \$.01 par value					4,396 (2)	I	401(k) plan
Common stock \$.01 par value					9,280	I	by spouse
Common					1,111 (3)	I	Deferred

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stock \$.01 par value						Comp
Common stock \$.01 par value				880	I	Cust. for children
Common stock \$.01 par value				160	I	Cust. for nephew

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

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SEC 1474
(9-02)

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	
1998 Emplée. Stock Option(Right to Buy)	\$ 11.5					12/10/2000	12/31/2009	Common stock \$.01 par value	36,522
1998 Emplée. Stock Option(Right to Buy)	\$ 18.075					01/29/2000	01/28/2009	Common stock \$.01 par value	25,000
1998 Emplée. Stock Option(Right to Buy)	\$ 18.075					01/29/2000	01/15/2014	Common stock \$.01 par value	21,000
1998 Emplée. Stock Option(Right to Buy)	\$ 18.2583					02/16/1999	02/15/2008	Common stock \$.01 par value	27,000

2000 Employee Stock Option (Right to Buy)	\$ 8.75	08/08/2001	08/07/2007	Common stock \$.01 par value	40,000
2000 Employee Stock Option (Right to Buy)	\$ 9.88	03/18/2004	03/17/2013	Common stock \$.01 par value	30,000
2000 Employee Stock Option (Right to Buy)	\$ 10.3	12/18/2003	12/17/2009	Common stock \$.01 par value	45,000
2000 Employee Stock Option (Right to Buy)	\$ 10.52	03/16/2002	03/15/2008	Common stock \$.01 par value	50,000
2000 Employee Stock Option (Right to Buy)	\$ 13.83	02/08/2003	02/07/2009	Common stock \$.01 par value	35,000
2003 EIP Stock Appreciation Right	\$ 10.73	02/13/2005	02/12/2014	Common Stock	25,000
2003 EIP Stock Appreciation Right	\$ 12.45	02/14/2007	02/13/2016	Common Stock	40,000
2003 EIP Stock Appreciation Right	\$ 12.575	03/10/2007	03/09/2016	Common Stock	5,000
2003 EIP Stock Appreciation Right	\$ 13.44	02/11/2006	02/10/2015	Common Stock	32,500

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer

Other

CROMIE SCOTT J
3250 LACEY ROAD, SUITE 600
DOWNERS GROVE, IL 60515-1700

GROUP PRESIDENT

Signatures

Cristen Kogl by power of
attorney

03/05/2007

__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. Cromie 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 3, 2005.
- (2) Includes shares purchased through the ServiceMaster Profit Sharing and Retirement Plan through February 28, 2007.
- (3) Includes shares purchased through the dividend reinvestment feature of the Deferred Compensation Plan through February 28, 2007.
- (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.