

## Email Signature Standards Policy – Regional Office

**Purpose** The purpose of this document is to outline our policy for standard email signatures using Microsoft Outlook in the ServiceMaster Clean brands. This policy will be in effect beginning July 2, 2007

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**Rationale** A standard, consistent and clean email signature will present a more professional appearance for our brands. The signature is designed to maximize contact information while also promoting external websites to those who receive our messages.

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**Signature Appearance** The standard email signature should appear as follows:

**Your Name in Bold Black Arial 10pt. font**  
Your title, Regional Office in regular black Arial 10pt. font  
ServiceMaster Clean  
Phone: (Your 800 number)  
Direct: Your Local Number  
Cell: Optional- Only if paid for by SM Clean, Furniture Medic or AmeriSpec and you wish to have it included  
Email: [youremail@smclean.com](mailto:youremail@smclean.com)  
[www.servicemasterclean.com](http://www.servicemasterclean.com)  
[Optional Alternate Website\\*\\*](#)- *not necessary to add, but available if you wish*

**Nothing else can go below the websites in an email signature including graphics.**

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**Example** Below is an example of a signature:

**Jennie Bledsoe**  
Regional Manager, Chicago  
ServiceMaster Clean  
Phone: 1-800-633-5703  
Direct: 901-597-7628  
Cell: 901-555-5555  
Email: [jbledsoe@smclean.com](mailto:jbledsoe@smclean.com)  
[www.servicemasterclean.com](http://www.servicemasterclean.com)  
[www.allabouthome.com](http://www.allabouthome.com)

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## Email Signature Standards Policy – Regional Office, cont.

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**Optional** There are 2 optional elements in the email signature including cell phone and second website listing. These are not required but are available in the event that someone supports multiple brands or has a consumer facing web site that directly impacts their job function. These websites include:

[www.800respond.com](http://www.800respond.com)  
[www.866recover.com](http://www.866recover.com)  
[www.allabouthome.com](http://www.allabouthome.com)  
[www.amerispec.com](http://www.amerispec.com)  
[www.amerispecfranchise.com](http://www.amerispecfranchise.com)  
[www.buildingmanagement.com](http://www.buildingmanagement.com)  
[www.fmsupport.com](http://www.fmsupport.com)  
[www.furnituremedic.com](http://www.furnituremedic.com)  
[www.furnituremedicfranchise.com](http://www.furnituremedicfranchise.com)  
[www.gogreenwithclean.com/](http://www.gogreenwithclean.com/)  
[www.ownafranchise.com](http://www.ownafranchise.com)  
[www.servicemasterclean.com](http://www.servicemasterclean.com)  
[www.svmlink.com](http://www.svmlink.com)

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**Omitted** Address and fax numbers have been excluded from standard email signatures intentionally. This was done to limit the ease of solicitors and junk mail/fax. If you have any questions about this reasoning, contact Jennie Bledsoe, Director of Communication- [jbledsoe@smclean.com](mailto:jbledsoe@smclean.com)

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## Email Signature Standards Policy – Regional Office, cont.

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**Alternative** Because it is important to promote our International Convention and Regional Workshops, two exceptions will be made to add promotion. The following taglines may be added to your existing email signature, **but must be removed by the first day of the event:**

Regional Workshop: **Regional Workshop Headline**  
Uniform sentences approved by the regional office per their location.  
Must be the same for every regional staff person in their regional office  
and approved by Regional Director.

***An example of that could be but is not limited to:***

**SPRING WORKSHOPS COMING SOON!**

Oak Brook, IL - March 7 & 8, 2007

Bloomington, MN - March 14 & 15, 2007

Convention: **"60 Years of Building the Brand"**  
July 25-28, 2007  
Join us as we head west to Dallas for our International Convention and Q  
Conferences!  
Visit [www.svmlink.com](http://www.svmlink.com) for more information

(The convention statement can be altered to reflect a particular service line, but they must be standard to what the home office staff in that department is using. If you would like to know the standard statement, contact: -DR, Kay Gazarek, FM- Holly Scarborough, Bus Serv- Susanne De Lira, Res- Beth Williams)

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