

ServiceMaster (SERV)

\$37.45 (As of 07/15/20)

Price Target (6-12 Months): **\$40.00**

Long Term: 6-12 Months

Zacks Recommendation:
Neutral

(Since: 04/27/20)

Prior Recommendation: Underperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

2-Buy

Zacks Style Scores:

VGM:F

Value: C

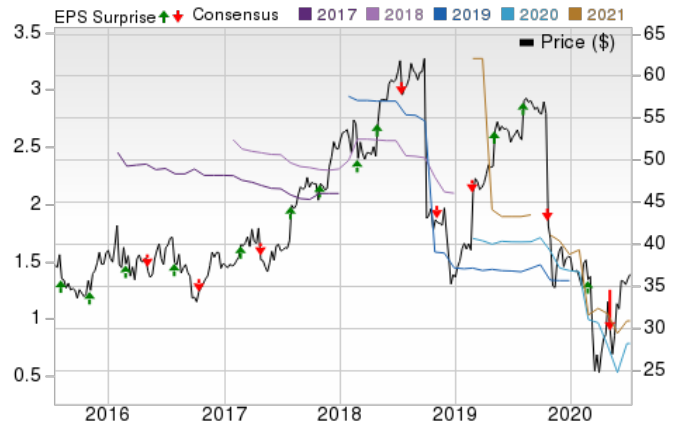
Growth: F

Momentum: F

Summary

ServiceMaster's size and scale provide it competitive advantage in terms of purchasing power, operating and marketing efficiencies, and route density. The company enjoys brand awareness and a reputation of high-quality customer service. Its capital-light business model is characterized by strong Adjusted EBITDA margins and limited capital expenditure requirements. This model enjoys operating leverage from route density and fixed investments in infrastructure and technology. On the flip side, high cost of termite damage claims related to Formosan termite activity in the Mobile, Alabama is a concern. ServiceMaster expects cost increase in 2020, which is likely to keep its bottom line under pressure, thereby weighing on the stock that has declined significantly over the past year. High debt and seasonality are other concerns for the company.

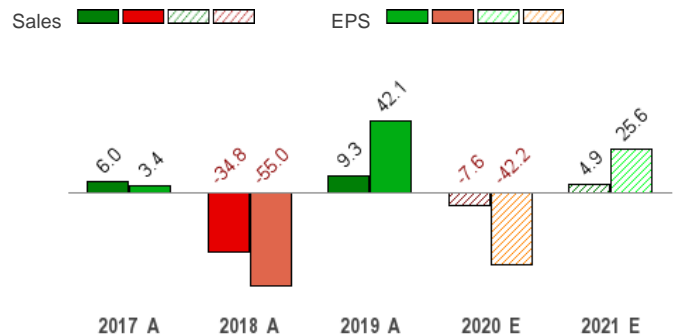
Price, Consensus & Surprise



Data Overview

52 Week High-Low	\$58.78 - \$17.63
20 Day Average Volume (sh)	1,128,460
Market Cap	\$5.0 B
YTD Price Change	-2.9%
Beta	0.84
Dividend / Div Yld	\$0.00 / 0.0%
Industry	Building Products - Maintenance Service
Zacks Industry Rank	Top 10% (24 out of 251)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	-55.6%
Last Sales Surprise	-0.4%
EPS F1 Est- 4 week change	-1.3%
Expected Report Date	08/06/2020
Earnings ESP	-10.4%

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	480 E	552 E	544 E	488 E	2,013 E
2020	456 A	516 E	491 E	455 E	1,919 E
2019	482 A	560 A	528 A	507 A	2,077 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	\$0.19 E	\$0.37 E	\$0.27 E	\$0.21 E	\$0.98 E
2020	\$0.08 A	\$0.36 E	\$0.20 E	\$0.14 E	\$0.78 E
2019	\$0.33 A	\$0.50 A	\$0.31 A	\$0.22 A	\$1.35 A

*Quarterly figures may not add up to annual.

P/E TTM	33.8
P/E F1	48.0
PEG F1	7.2
P/S TTM	2.4

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 07/15/2020. The reports text is as of 07/16/2020.

Overview

Founded in 1929 and headquartered in Memphis, Tennessee, ServiceMaster is a leading provider of essential services to residential and commercial customers in the termite, pest control, cleaning and restoration markets. The company operates through an extensive network of more than 8,000 company-owned locations and franchise and license agreements.

The company's revenue streams are diversified across customers and geographies, allowing it to mitigate risks in any particular customer segment and geography. ServiceMaster's capital-light business model is characterized by strong Adjusted EBITDA margins and limited capital expenditure requirements. This model enjoys operating leverage from route density and fixed investments in infrastructure and technology.

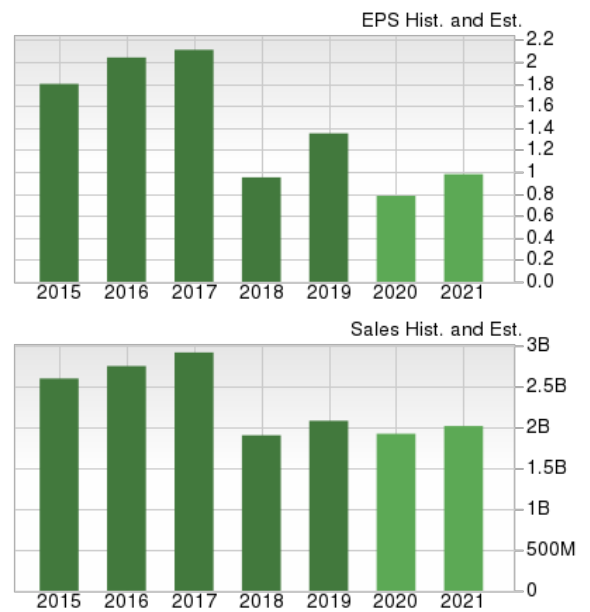
ServiceMaster operates two reportable segments, **Terminix** and **ServiceMaster Brands**.

The Terminix segment provides termite and pest control services encompassing termite remediation, annual termite inspection and prevention treatments with damage claim guarantees, periodic pest control services, insulation services, mosquito control, crawlspace encapsulation, and wildlife exclusion.

The ServiceMaster Brands segment provides restoration, emergency response, commercial and residential cleaning, and information technology services. The segment operates under ServiceMaster, Terminix, Copesan, ServiceMaster Restore, ServiceMaster Clean, Merry Maids, Furniture Medic, and AmeriSpec trademarks and trade names.

ServiceMaster consists of an employee base of around 10,700 company associates and 34,000 employees of licensed franchisors. In 2019, the company had revenues, net income and Adjusted EBITDA of \$2,077 million, \$128 million and \$417 million, respectively. Terminix was the company's largest segment representing 87% of revenues, while ServiceMaster Brand represented the rest 12%.

ServiceMaster markets its services on a national and local level through the internet, direct mail, print advertisements, television and radio advertising, marketing partnerships, telemarketing, social media channels and national sales teams. With nationwide presence, its segments are large, growing and highly fragmented.



Reasons To Buy:

- ▲ ServiceMaster's size and scale provide it competitive advantage in terms of purchasing power, operating and marketing efficiencies, and route density. The company enjoys brand awareness and a reputation of high-quality customer service. With nationwide presence, its segments are large, growing and highly fragmented. ServiceMaster is focused on improving its business through investments sales, marketing and advertising, as well as brand awareness and market penetration initiatives.
- ▲ The company's capital-light business model is characterized by strong Adjusted EBITDA margins and limited capital expenditure requirements. This model enjoys operating leverage from route density and fixed investments in infrastructure and technology. This helps generate productivity and expand margins through a number of initiatives such as metricdriven continuous improvement in customer care centers, application of consistent process guidelines at the branch level, leveraging size and scale to improve the sourcing of labor and materials, and deploying shared services models. The company has also deployed mobility solutions and routing and scheduling systems across many of its businesses in order to enhance overall efficiency and reduce operating costs.
- ▲ The company's revenue streams are diversified across customers and geographies, allowing it to mitigate risks in any particular customer segment and geography. Prudent investments and operational execution keep its revenues and adjusted EBITDA in a good shape. Consolidated revenue and Adjusted EBITDA grew at compound annual growth rates (CAGR) of 5.5% and 1.8%, respectively, from 2015 to 2019.
- ▲ Acquisition is an integral part of ServiceMaster's growth strategy. They have helped the company enhance offerings, expand geographic footprint and increase talent levels. From 2014 to 2019, the company completed around 114 acquisitions, out of which 39 were in 2019.

Diversified revenue streams, strong margin capacity and limited capital expenditure requirements are positives for ServiceMaster.

Reasons To Sell:

- ▼ ServiceMaster has a debt-laden balance sheet. Total debt at the end of first-quarter 2020 was \$1.72 billion, almost in line with \$1.73 billion at the end of the prior quarter. The debt-to-capital ratio of 0.44 is in line with the previous quarter's 0.44. An increase in debt to capitalization ratio indicates higher risk of insolvency in challenging times. Further, the company's cash and cash equivalent of \$185 million at the end of the first quarter was well below this debt level, underscoring that the company doesn't have enough cash to meet this debt burden. The cash level, however, can meet the short-term debt of \$100 million.
- ▼ ServiceMaster's business is affected by weather conditions. Cooler temperatures and droughts obstruct development of termite swarms thus reducing demand for the company's termite control services. Pest control services and restoration services are also seasonal in nature. Seasonality causes considerable fluctuations in revenues and Adjusted EBITDA.
- ▼ Cost of termite damage claims related to Formosan termite activity in the Mobile, Alabama area has increased over the past few years. The company has also witnessed increase in the number of termite damage claims that involves litigation. These two trends have increased ServiceMaster's termite damage claim costs as a percentage of termite revenue between 7% and 8%. The company expects additional cost increase in 2020, which is likely to keep the bottom line under pressure, thereby weighing on the stock that has decreased 30% in the past year.

High debt, seasonality of business and high cost of termite damage claims are risks for ServiceMaster.

Last Earnings Report

ServiceMaster Misses on Q1 Earnings & Revenues

ServiceMaster Global reported disappointing first-quarter 2020 results wherein earnings and revenues missed the Zacks Consensus Estimate.

Adjusted EPS of 8 cents came below the consensus mark by 55.6% and decreased year over year. Revenues of \$456 million missed the consensus mark by 0.4%.

Revenues in Detail

Terminix revenues of \$438 million increased 5% year over year.

Revenues from European Pest Control and Other came in at \$18 million in the reported quarter, backed by contributions from Nomor in Sweden and Norway as well as Terminix U.K. business.

Revenues from the ServiceMaster Brands Divestiture Group came in at \$65 million, up 3% year over year. The uptick was driven by revenue growth in national accounts and owned branch operations, which partially offset revenue declines in royalty fees in the period. Decline in area-wide events year over year in ServiceMaster Restore and coronavirus-related shutdown of Merry Maids locations (during late March) weighed on royalty revenues.

Other Quarterly Numbers

Adjusted EBITDA of \$60 million went down 27.7% year over year. Adjusted EBITDA margin of 13.1% declined 660 basis points year over year.

The company exited the quarter with cash and cash equivalent balance of \$185 million compared with \$280 million at the end of prior quarter. Long-term debt was \$1.62 billion compared with \$1.67 billion at the end of prior quarter.

The company generated \$55 million of cash from operating activities. Free cash flow came in at \$45 million. It repurchased \$103 million of shares in the quarter.

2020 Outlook

Considering the current uncertainty prevailing in the market due to the coronavirus outbreak, ServiceMaster withdrew its full-year 2020 guidance.

Quarter Ending 03/2020

Report Date	May 07, 2020
Sales Surprise	-0.44%
EPS Surprise	-55.56%
Quarterly EPS	0.08
Annual EPS (TTM)	1.11

Recent News

On **Jul 13, 2020**, ServiceMaster announced its agreement with Goldshield Technologies per which Goldshield's products will be available to all 1,200 ServiceMaster Restore and ServiceMaster Clean franchises across the country.

On **Apr 7, 2020**, ServiceMaster announced full mobilization of cleaning and disinfecting services for businesses and homes in response to the coronavirus pandemic.

Valuation

ServiceMaster shares are down 2.9% in the year-to-date period and 30% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Business Services sector are up 20.6% and down 0.5%, respectively, in the year-to-date period. Over the past year, both the Zacks sub-industry and the sector were 0.7%.

The S&P 500 index is down 0.4% in the year-to-date period but up 7.9% in the past year.

The stock is currently trading at 42.28X forward 12-month price-to-earnings, which compares to 45.81X for the Zacks sub-industry, 30.05X for the Zacks sector and 22.72X for the S&P 500 index.

Over the past five years, the stock has traded as high as 52.93X and as low as 14.55X, with a 5-year median of 20.92X. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$40.00 price target reflects 44.94X price-to-earnings.

The table below shows summary valuation data for SERV

Valuation Multiples - SERV					
		Stock	Sub-Industry	Sector	S&P 500
P/E F 12M	Current	42.28	45.81	30.05	22.72
	5-Year High	52.93	47.91	30.05	22.72
	5-Year Low	14.55	18.48	18.68	15.25
	5-Year Median	20.92	29.09	20.89	17.52
P/S F 12M	Current	2.52	3.72	4.16	3.55
	5-Year High	3.75	4.77	4.16	3.55
	5-Year Low	1.38	2.4	3.06	2.53
	5-Year Median	2.08	3.14	3.59	3.02
P/B TTM	Current	2.26	7.99	4.7	4.38
	5-Year High	11.06	12.17	6.71	4.56
	5-Year Low	1.19	5.03	3.28	2.83
	5-Year Median	6.46	10.04	5.21	3.7

As of 07/15/2020

Industry Analysis Zacks Industry Rank: Top 10% (24 out of 251)



Top Peers

Company (Ticker)	Rec	Rank
ABM Industries Incorporated (ABM)	Outperform	1
Cintas Corporation (CTAS)	Neutral	2
Limbach Holdings, Inc. (LMB)	Neutral	4
Realogy Holdings Corp. (RLGY)	Neutral	3
Rollins, Inc. (ROL)	Neutral	2
Republic Services, Inc. (RSG)	Neutral	3
Team, Inc. (TISI)	Neutral	3
Waste Connections, Inc. (WCN)	Neutral	3

Industry Comparison Industry: Building Products - Maintenance Service				Industry Peers		
	SERV	X Industry	S&P 500	LMB	ROL	TISI
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Neutral	Neutral
Zacks Rank (Short Term)	2	-	-	4	2	3
VGM Score	F	-	-	D	C	B
Market Cap	4.95 B	2.39 B	22.66 B	27.72 M	15.44 B	135.68 M
# of Analysts	8	3	14	1	3	1
Dividend Yield	0.00%	0.00%	1.83%	0.00%	0.68%	0.00%
Value Score	C	-	-	D	D	C
Cash/Price	0.04	0.15	0.07	0.37	0.01	0.15
EV/EBITDA	18.56	9.77	12.99	9.77	45.95	9.56
PEG Ratio	7.21	30.22	2.97	NA	NA	NA
Price/Book (P/B)	2.26	1.71	3.12	0.58	19.29	0.60
Price/Cash Flow (P/CF)	17.50	9.73	12.14	2.79	48.52	3.15
P/E (F1)	48.01	48.05	22.04	NA	68.28	NA
Price/Sales (P/S)	2.41	0.37	2.38	0.05	7.44	0.12
Earnings Yield	2.08%	1.46%	4.32%	-3.12%	1.46%	-26.64%
Debt/Equity	0.79	0.79	0.76	0.81	0.38	1.75
Cash Flow (\$/share)	2.15	1.41	6.94	1.27	0.97	1.41
Growth Score	F	-	-	C	B	A
Hist. EPS Growth (3-5 yrs)	-3.99%	3.98%	10.85%	NA	12.45%	NA
Proj. EPS Growth (F1/F0)	-42.13%	-41.01%	-9.64%	-140.74%	-5.48%	-156.52%
Curr. Cash Flow Growth	29.33%	7.29%	5.51%	131.35%	7.29%	-12.07%
Hist. Cash Flow Growth (3-5 yrs)	1.14%	10.89%	8.55%	123.78%	12.06%	-4.76%
Current Ratio	2.23	1.82	1.30	1.25	0.73	2.14
Debt/Capital	44.12%	44.21%	44.46%	44.67%	27.74%	63.60%
Net Margin	3.51%	-0.38%	10.59%	-0.71%	9.76%	-18.39%
Return on Equity	6.58%	6.58%	15.75%	1.00%	29.44%	-3.15%
Sales/Assets	0.40	1.18	0.54	2.23	1.18	1.18
Proj. Sales Growth (F1/F0)	-7.61%	-6.77%	-2.52%	-2.81%	4.25%	-12.15%
Momentum Score	F	-	-	D	B	F
Daily Price Chg	3.67%	3.67%	1.91%	0.28%	3.88%	2.55%
1 Week Price Chg	1.51%	0.81%	-0.41%	0.81%	4.27%	-19.67%
4 Week Price Chg	5.27%	5.27%	1.88%	-4.08%	11.21%	-31.74%
12 Week Price Chg	33.78%	24.96%	16.37%	26.07%	24.96%	-14.81%
52 Week Price Chg	-30.02%	-30.02%	-4.22%	-61.21%	24.63%	-69.99%
20 Day Average Volume	1,128,460	699,701	2,266,132	15,677	1,017,375	699,701
(F1) EPS Est 1 week change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(F1) EPS Est 4 week change	-1.26%	0.00%	0.00%	-115.28%	6.70%	0.00%
(F1) EPS Est 12 week change	0.48%	0.48%	-5.76%	-110.89%	0.49%	-661.91%
(Q1) EPS Est Mthly Chg	-2.40%	1.34%	0.00%	-90.70%	5.08%	NA

Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we have an excellent balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	C
Growth Score	F
Momentum Score	F
VGM Score	F

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

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