



Your Rothbury Broker

Bruce Lim

Commercial Broker

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What Bruce's clients have to say

Waikato Jul 2025

Everything was straightforward, and changes were made promptly.

Waikato Jul 2025

Polite and makes sure everything you ask is not a problem.

Waikato Jun 2025

Great person to discuss ☐

Waikato May 2025

Really diligent and patient. Made sure I got everything sorted and considered the right questions.

Waikato Apr 2025

I was pleased with the service provided by Rothbury and my broker. They've consistently been responsive, attentive, and proactive in offering solutions that fit my needs. I appreciate their personalized approach and the clear communication throughout.

Waikato Apr 2025

Quick and easy process.

Bruce started in the insurance industry in 2006 and joined Rothbury in 2023. He focuses on building relationships with new and existing clients and is extremely customer focused, providing customized insurance solutions. Bruce specialises in working with a diverse range of SME's to help manage their unique insurable risks. He holds his New Zealand Certificate in Financial Services (Level 5).

When he's away from the office, Bruce can usually be found playing cricket for Marist Suburbs Cricket Club, spending time with his wife and three children, or chasing his secondary passion of being a semi-professional sport photographer. Since 2012, he has covered the All Blacks, Blackcaps, Silver Ferns, Warriors, Kiwis, T20 Super Smash and Super Rugby. Bruce enjoys the region for the many good places to grab coffee. He is a self-confessed Cricket tragic, having played continuously since the age of 12!

