



# Your Rothbury Broker

## Bruce Lim

Commercial Broker

### Waikato

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### What Bruce's clients have to say

Waikato Oct 2025

Efficient process, thanks.

Waikato Oct 2025

Very professional and understanding my situation and needs.

Waikato Sept 2025

Good.

Waikato Sept 2025

He was friendly, and when we added our trailer to the insurance, he told us straight away what the amount was. If the trailer got stolen, he told us what we would get back. With our old trailer (it was with another company), if it got stolen, we would get next to nothing back. Bruce was honest and good about the whole thing. After I had spoken to him, I told my husband straight away how good he was. Most insurance people treat you just a number.

Waikato Aug 2025

I have been working with Rothbury and its predecessors for some time. Dealings have always been courteous and efficient, so no complaints.

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!

