



Your Rothbury Broker

Bruce Lim

Commercial Broker

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What Bruce's clients have to say

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.

Waikato Aug 2025

I feel he made an effort to shop around for the best deal for our business.

Waikato Aug 2025

This was my first time dealing with Bruce, and he was exemplary.

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 ☐

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!

