



Your Rothbury Broker

Joe Ford

Senior Domestic Broker

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What Joe's clients have to say

Ashburton Sept 2025

We "met" Joe Ford through a referral from our mortgage broker when setting up some slightly complex new house purchase/rental requirements. He's been incredible through every change, particularly as we're in different centres. Incredibly efficient, effective, knowledgeable, friendly, and helpful. And he's actively working to save us money! Couldn't ask for better.

Ashburton Aug 2025

He explains every detail and is very pleasant.

Ashburton Aug 2025

Joe has very good customer skills; he is very polite and always ready to help get the best deal.

Ashburton Aug 2025

I used to work with Joe and am so grateful he is still our Broker. He is such a hard and diligent worker and never fails to give us a call before our renewals. He also goes the extra mile to make sure we have the best cover at the most cost-effective price.

Ashburton Jul 2025

Joe has always dealt with me kindly and with great expertise.

Joe joined the insurance industry in 1991 and started with Rothbury in 2013. With a focus on creating happy clients, Joe always goes the extra mile. Whether that's liaising with lawyers and real estate agents or using his extensive knowledge to get more challenging situations over the line, Joe prides himself on working alongside his clients and keeping them informed every step of the way.

Joe loves running, and at 50, can still run 10km in under 34 minutes. Nowadays he can often be found coaching for middle and long distance at National level. Joe is a certified viticulturist and has made over 30,000 bottles of wine, so he's quite the connoisseur and looks forward to a glass of vino in the evening.

