



Your Rothbury Broker

Joe Ford

Senior Domestic Broker

Ashburton

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What Joe's clients have to say

Ashburton Apr 2026

Service is outstanding, Joe replies promptly when we have questions.

Ashburton Mar 2026

Joe was very professional and friendly. Easy to chat to on the phone.

Ashburton Mar 2026

Everything was good.

Ashburton Mar 2026

So good to be able to talk in person.

Ashburton Feb 2026

I have a mutually trusting relationship, fostered over 10 years, and I feel this is so important with home insurance. Peace of mind for one's home cannot be overstated.

Ashburton Feb 2026

Joe keeps in touch, and whenever we have needed support, he has supplied it.

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.