



Your Rothbury Broker

Joe Ford

Senior Domestic Broker

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What Joe's clients have to say

Ashburton May 2026

There's never been a problem with my policies; it's always good to be able to go into the local office and sort things out in person.

Ashburton May 2026

Always have awesome service from Joe; we highly recommend him.

Ashburton May 2026

Joe is always very helpful.

Ashburton May 2026

I like the way Joe listens to our needs and discusses our options.

Ashburton May 2026

Joe is very helpful, great customer service.

Ashburton May 2026

Very straightforward. Things just tick along how we like 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.