



Your Rothbury Broker

Joe Ford

Senior Domestic Broker

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What Joe's clients have to say

Ashburton Sept 2026

Very happy with Joe's service. Always there if needed.

Ashburton Sept 2026

He is very good.

Ashburton Aug 2026

Joe Ford has been absolutely incredible for us. He's helpful, easygoing, incredibly well-informed, and astute, and this year, even in the face of ever-increasing insurance costs, he's saved us money, with our premiums lower this year than they were last year. He's an absolute gem, and we're endlessly grateful that we were connected with him.

Ashburton Aug 2026

Joe always provides friendly, informative service.

Ashburton Aug 2026

Excellent service and great broker.

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.