



Your Rothbury Broker

Joe Ford

Senior Domestic Broker

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What Joe's clients have to say

Ashburton Jul 2026

Very happy with the service and advice I get from Joe Ford.

Ashburton Jul 2026

Joe is terrific; he is knowledgeable with lots of personal and professional experience, which is helpful when I am making informed decisions. I have stuck with Rothbury because of Joe.

Ashburton Jun 2026

Great service with simple, straightforward information and instructions. Also, if there is a further query or claim to be made, he is very reliable, informative, and communicative. He gets the job done on time, on what feels like a factual, friendly basis.

Ashburton Jun 2026

Great service from Joe. He was recommended to me by a friend, and it was a good decision to go with Rothbury Insurance Brokers.

Ashburton Jun 2026

The service is good. Thank you. Joe is helpful if I have questions.

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.

